

CALIFORNIA TRANSIT ASSOCIATION 44th ANNUAL FALL CONFERENCE & EXPO

October 27-29, 2009

Pasadena Convention Center

Pasadena, California



PROGRAM GUIDE

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09

TRANSIT REVIVAL TRANSIT SURVIVAL

Welcome to Pasadena!

On behalf of agency host, Los Angeles County Metropolitan Transportation Authority, local host, Pasadena Area Rapid Transit System, the California Transit Association Program and Conference Committee and the Executive Committee, welcome to Pasadena for our *44th Annual Fall Conference & EXPO!*

Each year, we strive to make the conference appealing to a broad cross-section of transit providers – from large, urban multi-modal agencies to small, rural operations. That balance is reflected in the array of educational sessions, tours and gatherings.


Our theme this year is Transit Revival/Transit Survival and throughout the conference the theme permeates, but it is especially apparent in our Wednesday Plenary Session. I'm looking forward to our panel of experts that will discuss the many ways in which we have expanded the fight to protect transit funding, and the exciting opportunities that lie ahead. Don't miss it.

Another event not to be missed is this year's keynote address, to be delivered by Pat McCrory, Mayor of Charlotte, North Carolina, and a leading advocate for comprehensive transportation and land-use planning. He will share his insights and perspective on Charlotte's model mass transit system, and how it integrates with Charlotte's land-use, economic development, employment, and housing, while contributing to the overall quality of life.

Opportunities to meet with colleagues and industry experts abound. This year, in addition to our traditional luncheon and EXPO, we have extended EXPO hours by adding breakfast on the show floor. Be sure to take advantage of the wide array of vendors and other service providers. Also, attend our breakout sessions – organized into tracks specializing in Operations, Maintenance, Marketing, Human Resources, Fiscal/Planning and Policy, and Management/Leadership – for timely information and practical strategies for dealing with today's challenges.

We're very proud to offer this chance to exchange ideas, review new technologies and products, and network with others. We hope you come away with new insights, new knowledge and new contacts.

Thank you for joining us,



Joshua W. Shaw
Executive Director
California Transit Association

Program-at-a-Glance

Tuesday, October 27

7:00 a.m. – 5:30 p.m.

Registration Open (Exposition Hall Foyer)

11:00 a.m. – 1:00 p.m.

Small Operator Awards Luncheon (Ballroom A)

1:00 p.m. – 2:45 p.m.

Maintenance Committee Meeting (Ballroom B)

1:00 p.m. – 2:45 p.m.

Legislative Committee Meeting (Ballroom C)

3:00 p.m. – 4:45 p.m.

Executive Committee Meeting (Ballroom F)

Closed Session

5:00 p.m. – 7:00 p.m.

WELCOME RECEPTION & EXPO (Exposition Hall A/B)

Wednesday, October 28

7:00 a.m. – 5:30 p.m.

Registration Open (Exposition Hall Foyer)

7:15 a.m. – 8:15 a.m.

Continental Breakfast & EXPO (Exposition Hall A/B)

8:15 a.m. – 9:15 a.m.

WELCOME & OPENING GENERAL SESSION
(Ballroom D/E)

9:15 a.m. – 10:15 a.m.

PLENARY SESSION (Ballroom D/E)

10:15 a.m. – 10:30 a.m.

Refreshment Break
(Ballroom Foyer)

10:30 a.m. – 12:00 p.m. CONCURRENT SESSIONS I

- Alternative Funding Sources and Revenue Generating Partnerships (Ballroom F)
- Marketing on a Shrinking Budget (Ballroom G)
- Understanding Your Board's Needs (Ballroom H)
- Attracting and Maintaining Quality Transit Technicians (Ballroom A)
- Trip Planning through Partnerships with Google Transit (Ballroom B)
- Winning Management Strategies in the Current Economy (Ballroom C)

12:00 p.m. – 3:15 p.m.

EXPO & LUNCHEON (Exposition Hall A/B)

3:30 p.m. – 5:00 p.m. CONCURRENT SESSIONS II

- Dealing with Demand (Ballroom F)
- New Sources of Ad Revenue (Ballroom G)
- Leading Your Agency through Uncertain Times (Ballroom C)
- The Greening of Your Transit Shop and Fleet (Ballroom H)
- Fare Collection: From Bus to Bank I (Ballroom A)
- A Bridge to Somewhere – The Results of an Innovative Public Sector Program (Ballroom B)

Wednesday Evening, October 28

5:30 p.m. – 6:00 p.m.

2009 New Member Reception (Pasadena Museum of California Art)

6:00 p.m. – 7:30 p.m.

EVENING RECEPTION (Pasadena Museum of California Art)

Thursday, October 29

8:00 a.m. – 12:00 p.m.

Registration Open (Exposition Hall Foyer)

8:00 a.m. – 8:30 a.m.

Continental Breakfast (Ballroom Foyer)

8:30 a.m. – 10:00 a.m. CONCURRENT SESSIONS III

- Innovations and Cost-Saving Measures in Developing a Comprehensive Operational Analysis (Ballroom F)
- Making the Most of New Media (Ballroom G)
- Funding Update: State, Federal, Local (Ballroom H)
- Transit Shop and Fleet Innovations (Ballroom A)
- Fare Collection: From Bus to Bank II (Ballroom B)
- Workforce Obesity – The Difficulty of Mitigation and Prevention in the Transit Context (Ballroom C)

8:30 a.m. – 12:00 p.m.

Los Angeles County Metropolitan Transportation Authority TECH TOURS (Requires Onsite Pre-Registration)

10:00 a.m. – 10:15 a.m.

Refreshment Break
(Ballroom Foyer)

10:15 a.m. – 11:45 a.m. CONCURRENT SESSIONS IV

- Green Legislation – SB 375: Redesigning Communities to Reduce Greenhouse Gas Emissions (Ballroom F)
- Evaluating Success: Marketing Research Methods (Ballroom G)
- Working with Labor in Difficult Financial Times (Ballroom H)
- Maintenance 101 for Non-Maintenance Managers (Ballroom A)
- Scheduling and Data Collection: Are You Cutting Service in the Right Place? (Ballroom B)
- Developing a Joint Wellness Program on a Small Budget (Ballroom C)

11:45 a.m. – 1:45 p.m.

KEYNOTE PRESENTATION & LUNCHEON (Ballroom D/E)

1:45 p.m.

Conference Adjourns

Sponsors

Sponsor participation contributes greatly to the success of our annual event. We would like to extend our **thanks to our sponsors** for their generous support and commitment.

SIGNATURE LEVEL

PLATINUM



GOLD



SILVER



BRONZE

Creative Bus Sales | TransTrack Systems, Inc.
Valley Power Systems | Voith Turbo Inc.

PRINCIPAL LEVEL

KEYNOTE PRESENTATION



CONFERENCE BAG



HOSPITALITY SUITE



CONCURRENT SESSION

Québec Government Office
in Los Angeles

NAME BADGES

Bauer's Intelligent Transportation

LANYARD

Motor Coach Industries

EVENT LEVEL

EVENING RECEPTION



EXPO LUNCHEON



WELCOME RECEPTION



EXPO HALL



SMALL OPERATOR AWARDS LUNCHEON

Gannett Fleming, Inc.

CONTINENTAL BREAKFAST

AssetWorks Inc.
Southern California Gas Company

REFRESHMENT BREAK

AECOM
GIRO Inc.

Special Events and Activities

Small Operator Awards Luncheon

Hosted by Gannett Fleming

Tuesday, October 27

11:00 a.m. – 1:00 p.m.

Join us for an informative session pertinent to all transit systems, as well as the awarding of the Transit Leadership Award, given to an outstanding individual who has provided strong leadership and vision to a Small Operator, and the Transit Excellence Award given to an outstanding Small Operator innovation, program or service. **(Ballroom A)**

Welcome Reception & EXPO

Hosted by ISE Corporation

Tuesday, October 27

5:00 p.m. – 7:00 p.m.

All conference attendees are welcome to connect and mingle with our vendor exhibitors and meet with colleagues. Stroll the EXPO, enjoy the casual gathering and kick off the conference. **(Exposition Hall A/B)**

Hospitality Suite

Hosted by Complete Coach Works

Tuesday, October 27 and Wednesday, October 28

7:00 p.m.

All conference attendees are welcome to stop by for some light refreshments and a chance to connect with peers and our generous hosts at the conference's official hospitality suite. **(Pasadena Hilton, Suite 1105)**

NEW! Continental Breakfast & EXPO

Hosted by Southern California Gas Company

Wednesday, October 28

7:15 a.m. – 8:15 a.m.

Want to get the first full conference day off to a good start? Join us for breakfast and get a jump on the EXPO Passport Game, by visiting with a few exhibitors and collecting stamps. **(Exposition Hall A/B)**

EXPO & Luncheon

Hosted by Gillig (EXPO Hall)

Hosted by Daimler Buses North America (Luncheon)

Wednesday, October 28

12:00 p.m. to 3:15 p.m.

Visit with industry expert vendors and take advantage of easy access to over 80 exhibitors. While learning about the latest innovations, products, and services, collect stamps from exhibitors, fill your EXPO Passport Game card and enter our drawing for a chance to win great prizes! **(Exposition Hall A/B)**

2009 New Member Reception

Wednesday, October 28

5:30 p.m. – 6:00 p.m.

Exclusively for our newest members, this event offers a chance to meet face-to-face with key California Transit Association staff and committee members. **(Pasadena Museum of California Art)**

Evening Reception

Hosted by Cummins Cal Pacific

Wednesday, October 28

6:00 p.m. – 7:30 p.m.

Be sure to join us for an informal networking opportunity with fellow delegates, while enjoying the Pasadena Museum of California Art (PCMA).

The PMCA is dedicated to the exhibition of California art, architecture, and design from 1850 to the present. As a conference attendee, you are welcome to view select exhibitions during the reception, including *Wayne Thiebaud: 70 Years of Painting*, a survey of more than 120 works drawn from the oeuvre of the celebrated painter. Thiebaud is best known for his vibrantly colored paintings of bakeries and delicatessens and has also specialized in Northern California landscapes, San Francisco cityscapes and colorful beach scenes. A variety of these paintings will be on display along with prominent drawings and rarely seen figurative works spanning his career. **(Pasadena Museum of California Art)**

TECH TOURS

Thursday, October 29

8:30 a.m. – 12:00 p.m.

The Los Angeles County Metropolitan Transportation Authority (Metro) is offering two tech tours – the Metro Support Services Center and Metro Expo Line. If you are interested in one of these interesting tours, please register at the Metro registration desk.

Keynote Presentation & Luncheon

Hosted by Veolia Transportation

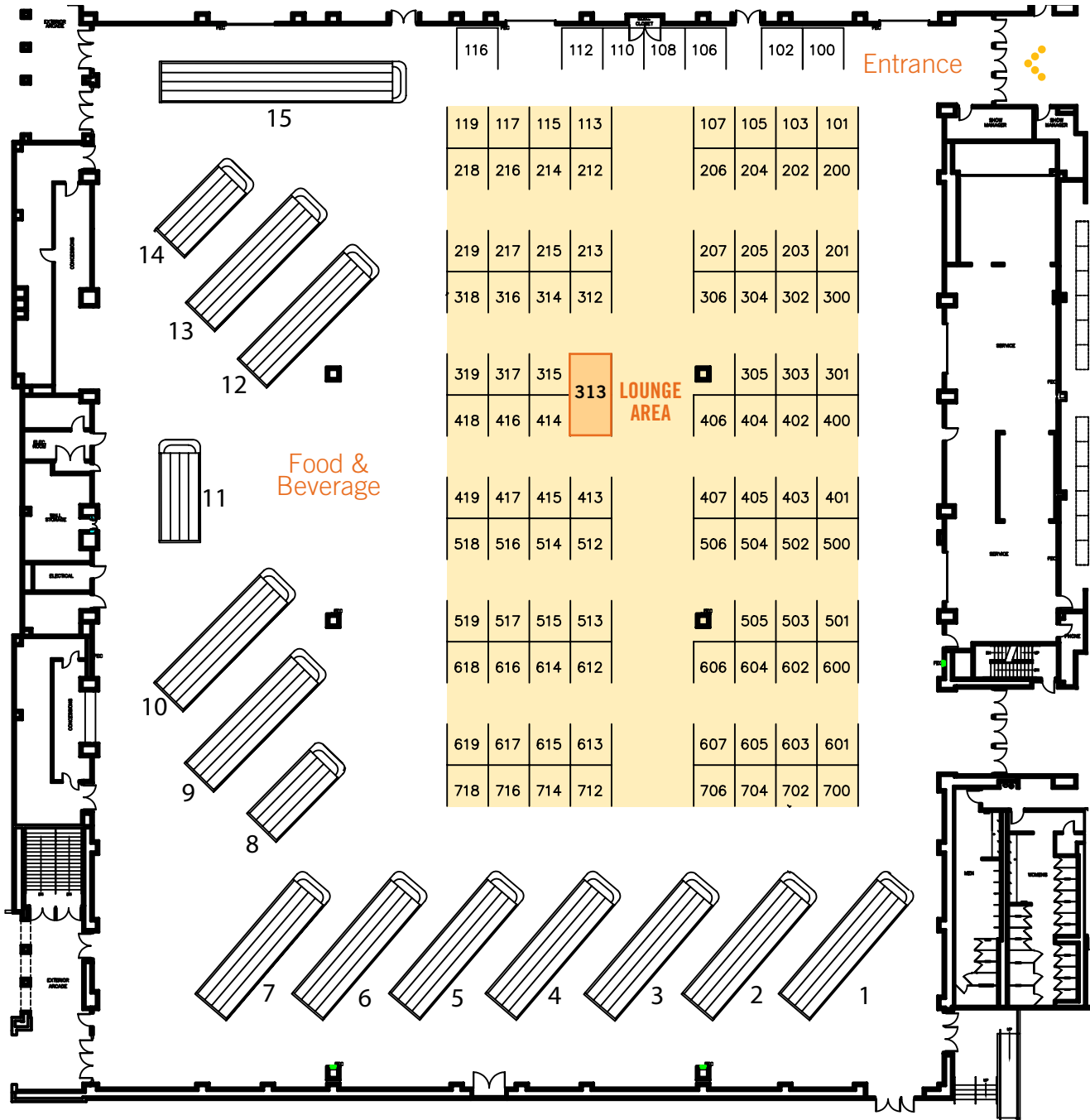
Thursday, October 29

11:45 a.m. – 1:45 p.m.

The Honorable Pat McCrory presents the final conference session, *From Mayberry to Metropolis: The Process to Create the Best of Both Worlds in Land-Use and Transit*. Do not miss this step-by-step insider look at how Charlotte, North Carolina's comprehensive transportation and land-use plan resulted in a model mass transit system. **(Ballroom D/E)**

EXPO Map

Pasadena Convention Center – Exhibition Hall A / B



313 Visit us at the California Transit Association booth 313.

Exhibitors

EXHIBITORS	BOOTH
A-Z Bus Sales, Inc.	514
ABC Companies	517
Acme Ticket	716
ACS Transportation Management Solutions	204
Allied Bioscience Services	214
Altro Transflor	714
American Logistics Company LLC	704
American Seating	107
Apollo Video Technology	219
AssetWorks Inc. (Continental Breakfast Sponsor)	301 & 303
Avail Technologies, Inc.	607
BAE Systems	215
Bauer's Intelligent Transportation (Name Badge Sponsor)	102
Bus Stuf, Inc.	217
Business Contingency Group	318
BusWorx	612
C.E. Niehoff & Co.	100
California Transit Association	313
Carrier Transport A/C	117
Clean Energy (Gold Sponsor)	414
Clever Devices	515
Complete Coach Works (Hospitality Suite Sponsor)	316
Creative Bus Sales (Bronze Sponsor)	718
Cummins Cal Pacific (Evening Reception Sponsor)	406
Daimler Buses North America (EXPO Luncheon Sponsor)	614
Diesel Radiator Co.	512
Digital Recorders, Inc.	302
ECO MicroFilters	201
Ecolane USA	218
Electronic Data Magnetics	402
Fare Logistics	300
Firetrace International	115
Freedman Seating Company	504
GFI Genfare (Conference Bag Sponsor)	106
Gillig (EXPO Hall Sponsor)	700
GIRO Inc. (Refreshment Break Sponsor)	407
Global Traffic Technologies	203
Hanover Displays	613
Holdsworth North America	418
INIT Innovations in Transportation, Inc.	413
ISE Corporation (Welcome Reception Sponsor)	216
JEC Optics, Inc.	202
Kidde Aerospace & Defense	617
Lift-U	417, 419, 516 & 518,
LogicTree Corporation	415
Luminator USA	502
Mackenzie Laboratories, Inc.	404
MAGTEC Products (USA), Inc.	513
Mentor Engineering Inc.	405
MGM Brakes	616
Motor Coach Industries (Lanyard Sponsor)	119
Multimedia LED	108
New Flyer of America	712
North American Bus Industries, Inc.	702
On Time Consulting Services, Inc.	615
PDSA, Inc.	212

EXHIBITORS	BOOTH
Pretoria Transit Interiors	605
Prointec USA	401
Proterra	113
Pure Power Lifetime Filters	500
Q'Straint	101
Québec Government Office in Los Angeles (Concurrent Session Sponsor)	213 & 312
RouteMatch Software	205
SCRTTC	206
Seon Design Inc.	103
Sportworks Northwest Inc.	619
StrataGen Systems, Inc.	116
Tectrans, Inc. (Gold Sponsor)	112
The Braun Corporation	603
The Vehicle Production Group	416
Thermo King Corporation	200
Transit Marketing Group	110
TransTrack Systems, Inc. (Bronze Sponsor)	319
Trapeze Group	305
Trillium (Gold Sponsor)	304 & 306
USSC/4ONE LLC	506
Valley Power Systems (Bronze Sponsor)	706
Vapor Bus International / Ricon Corp.	519 & 618
Vehicle Inspection Systems	400
Ventech USA LP	314
Veolia Transportation (Keynote Presentation Sponsor)	315
Verint Video Solutions	105
Voith Turbo Inc. (Bronze Sponsor)	207
ZF Industries	403
Zonar Systems	317

Vehicle Exhibitors

EXHIBITORS	BOOTH
A-Z Bus Sales, Inc.	10
Complete Coach Works (Hospitality Suite Sponsor)	12
Creative Bus Sales	5, 6, 7 & 8
Daimler Buses North America (EXPO Luncheon Sponsor)	9
Gillig (EXPO Hall Sponsor)	1
ISE Corporation (Welcome Reception Sponsor)	13
Motor Coach Industries (Lanyard Sponsor)	15
New Flyer of America	4
North American Bus Industries, Inc.	2
StrataGen Systems, Inc.	14
The Vehicle Production Group	11
Valley Power Systems (Bronze)	3

Play

EXPO 2009 Passport Game

Be sure to participate in Wednesday's EXPO 2009 Passport Game to win prizes! See us at the California Transit Association booth 313 for details. Prize drawings will take place at 3:00 p.m. on Wednesday, October 28. You must be present to win.

General Conference Information

Important Numbers

Hilton Pasadena (626) 577-1000
Sheraton Pasadena (626) 449-4000

Registration Desk

Visit our conference registration desk from Tuesday, October 27 through Thursday, October 29.

Registration Hours

Tuesday, October 27	7:00 a.m. – 5:30 p.m.
Wednesday, October 28	7:00 a.m. – 5:30 p.m.
Thursday, October 29	8:00 a.m. – 12:00 p.m.

Registration Sponsors

Conference bags – compliments of Cubic Transportation Systems and GFI Genfare

Name badges – compliments of Bauer's Intelligent Transportation

Lanyard – compliments of Motor Coach Industries

Pasadena Information Table

For information about Pasadena, local restaurants and attractions, or transportation, please visit the Pasadena information table located near the conference registration desk.

Metro Information Table

Please visit the Los Angeles County Metropolitan Transportation Authority information table to register for Thursday's TECH TOURS, and to pick up complimentary transit passes.

Conference Identification

Please wear your name badge throughout the conference, as proper identification is required for all conference events, meal functions, and tours. Thank you for your cooperation.

Cell Phones and Pagers

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

Dress Code

Business or business casual attire is recommended for all conference functions.

Local Transportation and Parking

Transportation

To find out about public transit options visit the Web sites of the Los Angeles County Metropolitan Transportation Authority (Metro), www.metro.net or the Pasadena Area Rapid Transit System (ARTS), www.cityofpasadena.net/artsbus.

Transit passes are available with compliments of the Los Angeles County Metropolitan Transportation Authority.

Parking

On-site parking is offered and can be accessed by two entrances – on Marengo Avenue to the west and Euclid Avenue to the east between Green Street and Cordova. The daily rate is \$7.00.

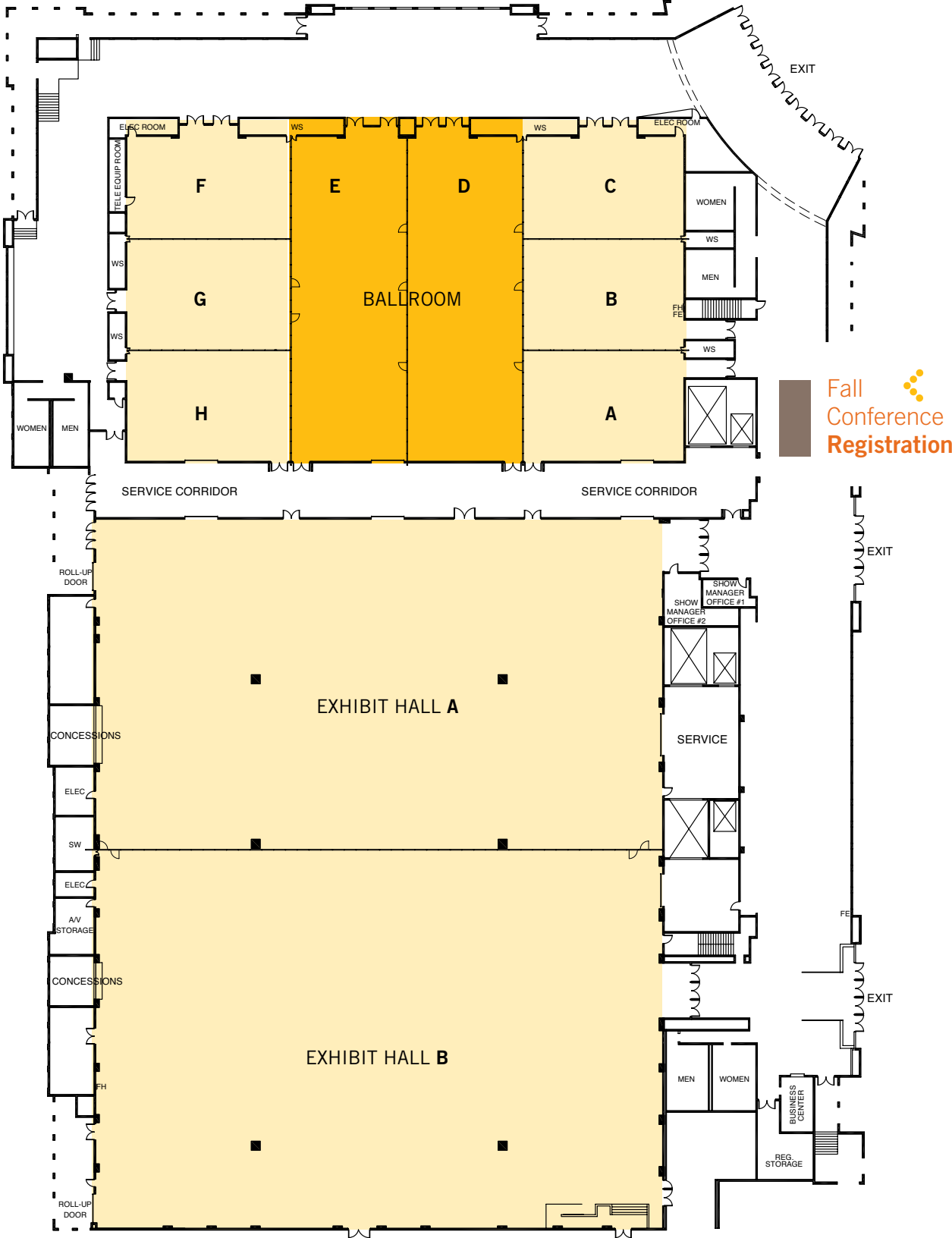
Additional parking is available within a one-block radius.

We Value Your Feedback!


Please be on the lookout for our post-conference survey coming to your e-mail inbox shortly after the conference. We appreciate you taking a few moments to complete the electronic survey and return it to us. This helps us to plan for future programs. As an incentive to completing the evaluation, you will be eligible to enter a drawing for a \$100 gift card generously donated by Voith Turbo Inc.

Meeting Room Map

Pasadena Convention Center



Concurrent Sessions-at-a-Glance

	 FISCAL /PLANNING AND POLICY	 MARKETING	 MANAGEMENT/ LEADERSHIP	 MAINTENANCE	 OPERATIONS	 HUMAN RESOURCES
Wednesday, October 28						
CONCURRENT SESSIONS I						
10:30 a.m. – 12:00 p.m.	Alternative Funding Sources and Revenue Generating Partnerships	Marketing on a Shrinking Budget	Understanding Your Board's Needs	Attracting and Maintaining Quality Transit Technicians	Trip Planning through Partnerships with Google Transit	Winning Management Strategies in the Current Economy
CONCURRENT SESSIONS II						
3:30 p.m. – 5:00 p.m.	Dealing with Demand	New Sources of Ad Revenue	Leading Your Agency through Uncertain Times	The Greening of Your Transit Shop and Fleet	Fare Collection: From Bus to Bank I	A Bridge to Somewhere – The Results of an Innovative Public Sector Program
Thursday, October 29						
CONCURRENT SESSIONS III						
8:30 a.m. – 10:00 a.m.	Innovations and Cost-Saving Measures in Developing a Comprehensive Analysis	Making the Most of New Media	Funding Update: State, Federal, Local	Transit Shop and Fleet Innovations	Fare Collection: From Bus to Bank II	Workforce Obesity – The Difficulty of Mitigation and Prevention in the Transit Context
CONCURRENT SESSIONS IV						
10:15 a.m. – 11:45 a.m.	Green Legislation – SB 375: Redesigning Communities to Reduce Greenhouse Gas Emissions	Evaluating Success: Marketing Research Methods	Working with Labor in Difficult Financial Times	Maintenance 101 for Non-Maintenance Managers	Scheduling and Data Collection: Are You Cutting Service in the Right Place?	Developing a Joint Wellness Program on a Small Budget

Agenda Detail

Tuesday, October 27, 2009

7:00 a.m. – 5:30 p.m. Registration Open
LOCATION: Exhibition Hall Foyer

8:00 a.m. – 5:00 p.m. Exhibitor Set-Up
LOCATION: Exhibition Hall A/B

11:00 a.m. – 1:00 p.m. Small Operator Awards Luncheon *(Hosted by Gannett Fleming)*
LOCATION: Ballroom A

This session is designed for our largest group of agency members, small operators, but there is information critical to all transit systems both large and small. **Leslie Rogers**, Regional Administrator, Federal Transit Administration, will provide a status update on economic recovery funding and the reauthorization of SAFETEA LU. **Kimberly Gayle**, Office Chief, Caltrans State & Federal Grants (DMT), will give an update from Caltrans, including the American Recovery & Reinvestment Act (ARRA). The luncheon will conclude with the presentation of the annual Small Operator Awards.

1:00 p.m. – 2:45 p.m. Maintenance Committee Meeting
LOCATION: Ballroom B

1:00 p.m. – 2:45 p.m. Legislative Committee Meeting
LOCATION: Ballroom C

3:00 p.m. – 4:45 p.m. Executive Committee Meeting
LOCATION: Ballroom F *Closed Session*

5:00 p.m. – 7:00 p.m. Welcome Reception & EXPO *(Hosted by ISE Corporation)*
LOCATION: Exhibition Hall A/B



Wednesday, October 28, 2009

7:00 a.m. – 5:30 p.m.
LOCATION: Exhibition Hall Foyer

Registration Open

7:15 a.m. – 8:15 a.m.
LOCATION: Exhibition Hall A/B

Continental Breakfast & EXPO
(Hosted by Southern California Gas Company)

8:15 a.m. – 9:15 a.m.
LOCATION: Ballroom D/E

WELCOME & OPENING GENERAL SESSION

You will hear welcoming remarks from Hon. **Bill Bogaard**, Mayor, Pasadena; **Arthur T. Leahy**, Chief Executive Officer, Los Angeles County Metropolitan Transportation Authority; Hon. **Ara Najarian**, Chair, Los Angeles County Metropolitan Transportation Authority Board of Directors and Councilmember, City of Glendale; and **Joshua W. Shaw**, Executive Director, California Transit Association. In addition, **Larry Jackson**, CEO, Long Beach Transit, will offer a few words of remembrance about long-time Association member **Jim Ditch**.

For our general session, FTA Deputy Administrator **Therese McMillan** will offer insights on where federal transit is headed and how California can respond.



General Session Speaker
Therese W. McMillan

Therese W. McMillan

Therese McMillan joined the Federal Transit Administration as the newly-appointed Deputy Administrator on July 2, 2009. She will assist the Administrator in leading a staff of more than 500 in the Washington D.C. headquarters office and 10 regional offices throughout the United States and manage an annual budget of approximately \$10 billion. Prior to her appointment, Therese was the Deputy Executive Director-Policy at the San Francisco Bay Area Region's Metropolitan Transportation Commission (MTC). Serving in that role for nine years, she was responsible for strategic financial planning and MTC's management of federal, state and regional fund sources for transit, highways, roadways and other modes; state and federal legislative advocacy, and public affairs and community outreach.

9:15 a.m. – 10:15 a.m.
LOCATION: Ballroom D/E

PLENARY SESSION: *WHAT HAPPENED? WHAT'S NEXT?*

California's public transit agencies are at a crossroads, with seemingly broad public support but a funding base that has been drained by the economic downturn and unprecedented State rip-offs. Join us as we examine "*What Happened?*" and "*What's Next?*" In the face of extraordinary headwinds, your California Transit Association has put in play multiple strategies including litigation to stop the rip-offs, exploration of a statewide initiative, and planning for a role in broader constitutional reform. For this special session, blue ribbon panelists that bring knowledge of transportation, social, legal, and economic issues will explore the "right now" status of our litigation and the parallel initiative process; consider the implications of the California Transit Association's litigation against the State; discuss the process of defining and launching an electoral initiative; provide local and regional examples of successful electoral initiative efforts including Measure R in Los Angeles County; and finally, consider the role of the California Transit Association and its members in any State Constitution reform effort to fix the broken State budget process.

The panelists include: **Joshua W. Shaw**, Executive Director, California Transit Association (Moderator); **Dr. Richard Bernard**, Senior Vice President, Fairbank, Maslin, Maullin & Associates; **Brandon A. Castillo**, Managing Partner, Bicker, Castillo & Fairbanks; **Russell Hancock**, President & CEO, Joint Venture: Silicon Valley Network; **Richard A. Marcantonio**, Managing Attorney, Public Advocates, Inc.; and **Denny Zane**, Executive Director, Move LA

10:15 a.m. – 10:30 a.m.
LOCATION: Ballroom Foyer

Refreshment Break (Hosted by GIRO Inc.)

PLENARY SESSION SPEAKERS



Dr. Richard Bernard

Dr. Richard Bernard, Senior Vice President of Fairbank, Maslin, Maullin & Associates (FMM&A), has conducted survey and/or focus group research on transportation-related issues throughout California, including work for Los Angeles County Metropolitan Transportation Authority (Metro) in successful Measure R efforts, the Bay Area Rapid Transit (BART), California Transit Association, Metrolink, Nevada Transportation Commission, Santa Barbara County Association of Governments, and Ventura County Transportation Commission. He is currently working on congestion pricing issues on behalf of the Southern California Association of Governments (SCAG).



Brandon A. Castillo

Brandon A. Castillo, Managing Partner, Bicker, Castillo & Fairbanks, brings more than a decade of experience as a political strategist and campaign manager directing successful issues management, ballot initiative and public affairs campaigns on behalf of a broad range of clients. Mr. Castillo specializes in developing and implementing legislative issue campaigns, ballot proposition campaigns, third-party ally recruitment, and grassroots mobilization and advocacy. On the ballot measure front, Mr. Castillo has been involved in dozens of initiative campaigns in California and other states and has better than a 95 percent success rate. Mr. Castillo has received several recognitions for his work, including being awarded two "Pollies" from the American Association of Political Consultants.



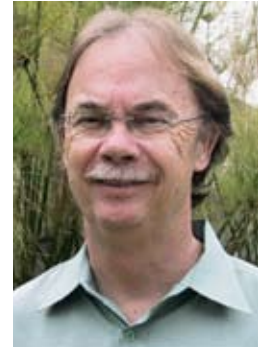
Russell Hancock

Russell Hancock is President & CEO of Joint Venture: Silicon Valley Network, a group of government and business leaders tackling regional problems. Dr. Hancock brings both analytical and policy experience to his position, which he has held since 2003. In 1995 he began a five-year stint as Vice President of the Bay Area Council, where he led programs in transportation, housing, and air quality. He spearheaded the Council's efforts extending BART to the San Francisco Airport; he was also the project manager of the Bay Area Water Transit Initiative, which culminated in the formation of a new Bay Area Water Transit Authority charged with delivering a high-speed ferry system to the San Francisco Bay.



Richard A. Marcantonio

Richard A. Marcantonio is Managing Attorney at Public Advocates Inc., a nonprofit law and policy firm and advocacy group, where he specializes in transportation equity and affordable housing. He has advocated for increasing public investment in transit operations in the federal stimulus and reauthorization, and addressed the need for greater operating revenues in an amicus curiae brief opposing the diversion of "spillover" revenues in *Shaw v. Chiang*. He represents the appellants in two suits seeking equitable funding for low-income and minority bus riders, *Darensburg v. Metropolitan Transportation Commission and Labor/Community Strategy Center v. Los Angeles County Metropolitan Transportation Authority*.



Denny Zane

Denny Zane is Executive Director of Move LA, an organization that convenes the business, labor, and environmental communities into dialogue on transportation finance in Los Angeles County. Move LA efforts led to the decision by Los Angeles County Metropolitan Transportation Authority (Metro) to place Measure R, a half-cent sales tax for transportation, on the November 2008 ballot, where it passed with nearly 68 percent voter approval. Mr. Zane is formerly a City Council member and Mayor of Santa Monica, California, where he led the revitalization of the Third Street Promenade and initiated Santa Monica's clean fleet program and its smart growth land use policies.

10:30 a.m. – 12:00 p.m. Concurrent Sessions I

ALTERNATIVE FUNDING SOURCES AND REVENUE GENERATING PARTNERSHIPS

LOCATION: Ballroom F

Want to know a secret? There are no secret sources of funding and yet opportunities abound. Come learn about some novel ways agencies are funding their projects and creating partnerships that generate revenue.

MODERATOR: Brian Boudreau, Los Angeles County Metropolitan Transportation Authority
SPEAKERS: Karen King, Bakersfield Golden Empire Transit
Ram Kumar, Kumar Consulting Services, LLC
Tesse Roberts, InfraConsult LLC
Mike Schneider, InfraConsult LLC
Carl Sedoryk, Monterey-Salinas Transit
Kam Shadan, Gannett Fleming

MARKETING ON A SHRINKING BUDGET

LOCATION: Ballroom G

If it seems like your agency is facing a new financial crisis every day, you're not alone. In the current economic climate, it's more important than ever for transit marketers to stretch their budget dollar and find effective ways to promote services that cost little or no money. This session showcases some clever approaches.

MODERATOR: Brendie Bandara, Santa Clarita Transit
SPEAKERS: Charlene Ariza, Metrolink
Marcelle Epley, Long Beach Transit
Sebastian Hernandez, City of Pasadena Department of Transportation

UNDERSTANDING YOUR BOARD'S NEEDS

LOCATION: Ballroom H

What are your board members' expectations and how can you manage them? Join us for a lively and eye-opening discussion with board members who will give their perspectives on how the board manages its relationships with the General Manager and staff, community stakeholders and other boards who may have competing interests.

MODERATOR: Dr. Barbara Gannon, Eno Transportation Foundation
SPEAKERS: Fernando Armenta, County of Monterey Board of Supervisors
Pam O'Connor, City of Santa Monica Mayor Pro Tem

ATTRACTING AND MAINTAINING QUALITY TRANSIT TECHNICIANS

LOCATION: Ballroom A

The transit technician of today is well educated, computer savvy and knows more about electronics, alternate fuels and clean air technologies than he/she does about the internal combustion engine. So how do we find or grow this individual? How do we keep him/her for the long run? This session addresses these important questions and more.

MODERATOR: Jack Dooley, OMNItrans
SPEAKERS: John Calame, MV Transportation
Mike Hernandez, Monterey-Salinas Transit
Brenda Negrete, Community Career Development
Frank Spalding, Long Beach Transit

Thank You Signature Sponsors

The continued success of this conference is directly connected to the support we receive. We offer a sincere thank you to our 2009 Signature Sponsors.

PLATINUM

MV Transportation

GOLD

Clean Energy
Techtrans, Inc.
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TRIP PLANNING THROUGH PARTNERSHIPS WITH GOOGLE TRANSIT

LOCATION: Ballroom B

This workshop will explore the elements of partnering with Google Transit to enhance trip planning for your customer. Everything from software interface, small and large agency implementation case studies to Section 508 federal compliance, and even a patron online Google tutorial will be included. Even if you have Google Transit, you may want to attend to enhance your customer experience.

MODERATOR: Lan Chi Lam, Los Angeles County Metropolitan Transportation Authority
SPEAKERS: Dietter Aragon, Foothill Transit
Mark Eccles, Monterey-Salinas Transit
Francisco Oaxaca, Metrolink
Susan Phifer, Los Angeles County Metropolitan Transportation Authority

WINNING MANAGEMENT STRATEGIES IN THE CURRENT ECONOMY

LOCATION: Ballroom C

Transit leaders face a multitude of challenges these days, including layoffs, survivor's guilt, budget cuts and an aging workforce. Successful leaders will parlay these challenges into developing new strategies, creating a more efficient operation and motivating and developing the staff they have. With RIFs and hiring freezes at an all-time high, efficient use of staff and meaningful goal execution has never been more important. Presenters in this session will discuss winning and proven strategies to address these challenges.

MODERATOR: Teri Fisher, Insight Strategies
SPEAKERS: Doran Barnes, Foothill Transit
Paddy Gough, Orange County Transportation Authority
Jim Parker, Norwalk Transit

12:00 p.m. – 3:15 p.m.

LOCATION: Exhibition Hall A/B

EXPO & LUNCHEON

(Hosted by Gillig – EXPO Hall)

(Hosted by Daimler Buses North America – Luncheon)

3:30 p.m. – 5:00 p.m.

EXPO Tear Down

3:30 p.m. – 5:00 p.m.

Concurrent Sessions II

DEALING WITH DEMAND

LOCATION: Ballroom F

The demand for transit keeps rising but operation dollars keep disappearing. Managing the demand is more challenging than ever. Discover new ideas and solutions on how to do “more with less.”

MODERATOR: Cory LaVigne, AC Transit
SPEAKERS: Brynn Kernaghan, Long Beach Transit
Nate Knodt, San Joaquin Regional Transit District
Rahul Kumar, Transit Management & Design
Ed Muncy, Los Angeles County Metropolitan Transportation Authority

NEW SOURCES OF AD REVENUE

LOCATION: Ballroom G

Are there untapped sources of income lying in the nooks and crannies of your fleet? Do non-traditional advertising programs offer fiscal solutions or operational problems? Hear what some advertising companies would like you to consider and what some transit agencies have actually experienced.

MODERATOR: Warren Morse, Los Angeles County Metropolitan Transportation Authority
SPEAKERS: Larry Levine, Larry Levine & Associates
Marc Reeves, IMG Consulting
Robb Schupp, Metropolitan Transit System San Diego



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LEADING YOUR AGENCY THROUGH UNCERTAIN TIMES

LOCATION: Ballroom C

Due to the economic downturn, many agencies have implemented significant changes impacting organizational stability and employee morale. Gain insight on how you can lead your agency through these uncertain times, while maintaining a healthy workforce and effectuating positive change.

MODERATOR: Dr. Barbara Gannon, Eno Transportation Foundation

SPEAKERS: Teri Fisher, Insight Strategies
Rick Ramacier, Central Contra Costa Transit Authority

THE GREENING OF YOUR TRANSIT SHOP AND FLEET *(Sponsored by Québec Government Office in Los Angeles)*

LOCATION: Ballroom H

It is now not just fashionable but imperative to address sustainability. Business models must address environmental change and do it smartly and perhaps create jobs and save money along the way. Come find out about some ways to do just that for your agency.

MODERATOR: Roland Cordero, Foothill Transit

SPEAKERS: Rolando Cruz, Long Beach Transit
Jon Holler, Maintenance Design Group
Ralph Merced, Santa Monica Big Blue Bus
Luc Tremblay, Société de transport de Montréal (Montréal Transit Agency)

FARE COLLECTION: FROM BUS TO BANK I – REDUCING RISKS AND SETTING PROTOCOLS

LOCATION: Ballroom A

This workshop will focus on the more basic functions of fare collection and discuss the risks and exposures that agencies, both large and small, face in these areas. Fare Collection System Assessments will be discussed along with the establishment of protocols to ensure a safe and accurate collection process.

MODERATOR: Paula Faust, Los Angeles County Metropolitan Transportation Authority

SPEAKERS: Sally Nunes, Santa Maria Transit
Lisa Patton, Long Beach Transit

A BRIDGE TO SOMEWHERE – THE RESULTS OF AN INNOVATIVE PUBLIC SECTOR PROGRAM

LOCATION: Ballroom B

Presenters in this session will discuss the results of an innovative public-private sector program that provides “bridge” training to address shortcomings of potential employees who need help to succeed in L.A. Metro’s Bus Operator Training Program. The program includes instruction in critical thinking, customer service, time management and study skills, and critical shortcomings identified for individuals who technically qualify for the program but have been unsuccessful. Potential applications of this program to other job classifications will be discussed.

MODERATOR: Stefan Chasnov, Los Angeles County Metropolitan Transportation Authority

SPEAKER: Lennie Ciufu, Los Angeles Valley College

5:30 p.m. – 6:00 p.m.

2009 NEW MEMBER RECEPTION

LOCATION: Pasadena Museum of California Art

6:00 p.m. – 7:30 p.m.

EVENING RECEPTION *(Hosted by Cummins Cal Pacific)*

LOCATION: Pasadena Museum of California Art

Pasadena Museum
of California Art



COMPLIMENTARY SHUTTLE

Bauer’s Intelligent Transportation is generously offering free shuttle service between the Sheraton Pasadena, the Hilton Pasadena, and the Pasadena Museum of California Art from 5:15 p.m. to 7:45 p.m. on Wednesday evening.

Thursday, October 29, 2009

8:00 a.m. – 12:00 p.m. **Registration Open**
LOCATION: Exhibition Hall Foyer

8:00 a.m. – 8:30 a.m. **Continental Breakfast** *(Hosted by AssetWorks Inc.)*
LOCATION: Ballroom Foyer

8:30 a.m. – 10:00 a.m. **Concurrent Sessions III**

INNOVATIONS AND COST SAVING MEASURES IN DEVELOPING A COMPREHENSIVE OPERATIONAL ANALYSIS (COA)

LOCATION: Ballroom F

Learn about new approaches to preparing this vital study that could save you money and help you rethink service delivery. Whether you've just completed your COA, are contemplating starting one, or are ready to update your COA, this session is for you!

MODERATOR: Anne Louise Rice, San Mateo County Transit District
SPEAKERS: Nathaniel Atherstone, San Joaquin Regional Transit District
Mike Daney, San Diego Metropolitan Transit System
Thomas Wittmann, Perteet

MAKING THE MOST OF NEW MEDIA

LOCATION: Ballroom G

As the audiences for traditional outlets like print and broadcast advertising continue to decline, many transit marketing departments are learning to take full advantage of the Internet and rapidly developing social media to reach existing and potential customers. Learn about the latest innovative approaches to getting the most out of these new media options.

MODERATOR: Felicia Friesema, Foothill Transit
SPEAKERS: Joy Gipson, Santa Rosa CityBus
Steve Hirano, Transit Talent
Stella Lin, Orange County Transportation Authority

FUNDING UPDATE: FEDERAL, STATE, LOCAL

LOCATION: Ballroom H

Come learn about the latest developments in federal and state legislation, particularly funding issues.

MODERATOR: Joshua W. Shaw, California Transit Association
SPEAKERS: Richard Bacigalupo, Orange County Transportation Authority
Susan Harrington, California Department of Transportation
Gus Khouri, California Transit Association

TRANSIT SHOP AND FLEET INNOVATIONS

LOCATION: Ballroom A

Innovations, whether involving technology or management, are needed to address most transit agency mission statement goals. Find out about some exciting opportunities for your agency to step out in front of the pack. Learn to use innovation to make public transit the first choice, not the last option.

MODERATOR: Bruce Buck, Norwalk Transit
SPEAKERS: Fred Smith, Voith Turbo Inc.
Mike Stange, Los Angeles County Metropolitan Transportation Authority
Dave Stumpo, Aptrex Institute
David Suarez, Foothill Transit

FARE COLLECTION: FROM BUS TO BANK II – MAXIMIZING FARE REVENUES WITHOUT RAISING FARES

LOCATION: Ballroom B

This workshop is a companion to *Fare Collection: From Bus to Bank I* and continues the discussion with the use of your fare collection data system to assist with your system security. We will also explore fare evasion procedures and changes to fare policies that seek to enhance fare revenues.

MODERATOR: Jane Matsumoto, Los Angeles County Metropolitan Transportation Authority

SPEAKERS: Pat Boland, San Mateo County Transit District
Teri Mantony, Golden Gate Bridge, Highway and Transportation District
Andy Mikkelson, Gold Coast Transit

WORKFORCE OBESITY – THE DIFFICULTY OF MITIGATION AND PREVENTION IN THE TRANSIT CONTEXT

LOCATION: Ballroom C

Presenters in this session will discuss the link between workforce obesity and productivity/absenteeism and workers' compensation costs. Various control mechanisms, including wellness programs and functional capacity testing will be examined.

MODERATOR: Stefan Chasnov, Los Angeles County Metropolitan Transportation Authority

SPEAKERS: Z Wayne Johnson, Golden Gate Bridge, Highway and Transportation District
Greg Kildare, Los Angeles County Metropolitan Transportation Authority
Darren Meyers, Adelson, Testan, Brundo & Jimenez

8:30 a.m. – 12:00 p.m.

Los Angeles County Metropolitan Transportation Authority
TECH TOURS

Please register for one of these tours at the Los Angeles County Metropolitan Transportation Authority desk, located near the conference registration desk.

10:00 a.m. – 10:15 a.m.

Refreshment Break (Hosted by AECOM)

LOCATION: Ballroom Foyer



Los Angeles County Metropolitan Transportation Authority

TECH TOURS

METRO SUPPORT SERVICES CENTER. What is so exciting about a bus repair shop? Robots! See the latest technology using robots to store, retrieve and deliver parts directly to the mechanics and journeymen involved in the repair or refurbishment of the buses and mechanical components. View this and more at this center, where a bus can be rebuilt from the axles up, one of the largest of its kind in the world. (MAXIMUM CAPACITY: 80)

METRO EXPO LINE. The Metro Expo Line is an upcoming addition to Los Angeles County's Metro Rail system. It will expand rail service west from downtown Los Angeles to Culver City and beyond. The new light rail line's first phase shares two existing downtown Metro Rail stations and adds nine more between the University of Southern California area and Culver City's growing commercial district. A second, future phase will continue the expansion to the west. Take this unique opportunity to tour the Metro Expo Line under construction. (MAXIMUM CAPACITY: 40)

10:15 a.m. – 11:45 a.m. Concurrent Sessions IV

GREEN LEGISLATION – SB 375: REDESIGNING COMMUNITIES TO REDUCE GREENHOUSE GAS EMISSIONS

LOCATION: Ballroom F

What role will transit agencies play in achieving the goals of SB 375? How will this bill affect your agency? Attend this session to answer these questions and learn how agencies are approaching SB 375.

MODERATOR: Michael Woo, University of Southern California
SPEAKERS: Nathaniel Atherstone, San Joaquin Regional Transit District
Dr. Karen Frick, University of California Transportation Center
Carol Inge, Los Angeles County Metropolitan Transportation Authority
Val Joseph Menotti, BART
Terry Roberts, Air Resources Board

EVALUATING SUCCESS: MARKETING RESEARCH METHODS

LOCATION: Ballroom G

There is no greater challenge faced by transit marketers than quantifying the return on investment for their programs. This session gets straight to the point by explaining proven methods of demonstrating the effect of transit marketing efforts.

MODERATOR: Jeff Boberg, Los Angeles County Metropolitan Transportation Authority
SPEAKERS: Henning Eichler, Metrolink
Maisha Hudson, Applied Management & Planning Group

WORKING WITH LABOR IN DIFFICULT FINANCIAL TIMES

LOCATION: Ballroom H

How can we better manage relations with labor during these tough economic times? Gain some useful insights from the experts.

MODERATOR: Z Wayne Johnson, Golden Gate Bridge, Highway and Transportation District
SPEAKERS: Tom Hock, Professional Transit Management Ltd.
Oscar Owens, Amalgamated Transit Union

MAINTENANCE 101 FOR NON-MAINTENANCE MANAGERS

LOCATION: Ballroom A

As a non-maintenance manager, do you understand the paybacks or the liabilities for varying levels of fleet maintenance? How do subtle procedures affect your bottom line? Come hear the expert's answers to the questions you didn't know to ask. Let us teach you to talk transit maintenance.

MODERATOR: Bob Bach, Riverside Transit
SPEAKERS: Paul Condran, Culver City Bus
Halsey King, Halsey King Associates
John Roberts, Los Angeles County Metropolitan Transportation Authority
Bob Sparks, AssetWorks Inc.

SCHEDULING AND DATA COLLECTION: ARE YOU CUTTING SERVICE IN THE RIGHT PLACE?

LOCATION: Ballroom B

This workshop will explore types of data that transit agencies use to adjust service levels and scheduling techniques used to fine-tune service to customer demand.

MODERATOR: Scott Page, Los Angeles County Metropolitan Transportation Authority
SPEAKERS: Steve Brown, Gold Coast Transit
Conan Cheung, Los Angeles County Metropolitan Transportation Authority
Cory LaVigne, AC Transit
Dan Nguyen, Los Angeles County Metropolitan Transportation Authority

DEVELOPING A JOINT WELLNESS PROGRAM ON A SMALL BUDGET

LOCATION: Ballroom C

In an economy where organizations are cutting programs, there is a way to implement a new Employee Wellness Program at little or no cost. Presenters will describe how to develop and implement a Joint Wellness Program by partnering with other companies to share the cost or perhaps tap into funds you didn't know existed. Returns on a program that will increase morale and productivity and reduce absenteeism and work injuries will surpass the small investment made for your employees. Discover how you can have happier, healthier employees.

MODERATOR: Sandra Blanco-Sanchez, Los Angeles County Metropolitan Transportation Authority

SPEAKERS: Amy Calvin, UTU-MTA-Trust Fund
Marc A. Saenz, Network for a Healthy California
Judy Warford, San Joaquin Regional Transit District

11:45 a.m. – 1:45 p.m.

LOCATION: Ballroom D/E

KEYNOTE PRESENTATION & LUNCHEON

From Mayberry to Metropolis: The Process to Create the Best of Both Worlds in Land-Use and Transit

(Hosted by Veolia Transportation)

In 1998, Mayor Pat McCrory was the leading advocate for a comprehensive transportation and land-use plan, with a funding source, that led to the development of Charlotte's, and North Carolina's, first light rail line. The Blue Line's success has been hailed as a model light rail system and has generated visits by local government leaders from across the country, and world, who are looking to emulate the mass transit system Charlotte has created. The keynote address by the Honorable Pat McCrory will take attendees through the process of political and pragmatic decision-making to develop a land-use and transit plan to meet the future mobility, economic development and quality of life needs of a city and/or region.

1:45 p.m.

2009 Fall Conference & EXPO Adjourns



Patrick McCrory

Keynote Speaker

Mayor Patrick McCrory, Charlotte North Carolina

In November 1995, Pat McCrory was elected as the youngest Mayor of the City of Charlotte and has become the longest serving Mayor of the City through his historic 14 years in the position. The Mayor's goal of growing Charlotte from a southern town to a metropolitan and international city has been achieved through an overarching focus on providing the citizens of Charlotte with big city opportunities, while maintaining small town values and a high quality of life. Mayor McCrory has led Charlotte in becoming one of the great American cities by focusing on job creation, infrastructure investment, and enhancing the overall quality of life.

Under his leadership, Charlotte has:

- Become the 18th largest city in the U.S.,
- Money Magazine listed Charlotte in its Top 3 Best Places to Live (2005)
- Reader's Digest named the City as one of the 20 Cleanest Cities in America
- Charlotte was named a "100 Best Community for Young People" by America's Promise in 2008 for the third year in a row.

Mayor McCrory has been involved in many national organizations, including Chairman of the U.S. Conference of Mayors Environment and Energy Committee, Chair of the Republican Mayors and Local Officials organization, and a member of the Homeland Security Advisory Committee.

The Mayor is a Partner with McCrory & Company, a strategic planning, sales and leadership consulting firm. He also serves on the Board of Directors of Tree.com, the parent company of LendingTree.com, and Kewaunee Scientific Labs.

Thank You

Please join us in expressing our gratitude to the many individuals and organizations that contributed to the California Transit Association 44th Annual Fall Conference & EXPO.

Program and Conference Committee

This conference would not have been possible without the hard work of the Program and Conference Committee. Their expertise, vision, time, and commitment to developing a strong education program and valuable networking opportunities is sincerely appreciated.

Carolyn Flowers, *Committee Chair*
Chief Operating Officer
Los Angeles County Metropolitan Transportation Authority (Metro)

Charles Anderson
General Manager
Western Contra Costa Transit Authority

Mona A. Babauta
Deputy Director, Transit
Santa Rose CityBus

Jaime Becerra
Director of Safety and Security
Foothill Transit

Sandra Blanco-Sanchez
Senior Human Resources Analyst
Metro

Danielle Boutier
Director, Communication Services
Metro

Stefan E. Chasnov
Deputy Executive Officer
Human Resources
Metro

Ernesto Chaves
Transportation Planning Manager III
Metro

Conan Cheung
Deputy Executive Officer, Operations
Metro

Catherine Cole
Transit Manager
Pasadena Area Rapid Transit System

Laura Cornejo
Transportation Planning Manager IV
Metro

Paula E. Faust
Administration and Financial
Services Manager
Metro

George Karbowski
Director of Operations and Maintenance
Foothill Transit

Shawn D. Lowe
Administration & Financial Services Manager
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Stefan Marks
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Joe G. Meer
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Warren Morse
Deputy Executive Officer, Communications
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Austin O'Dell
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Santa Maria Transit

James Parker
Director of Transportation
Norwalk Transit

Durand Rall
CEO and General Manager
Omnitrans

Anne Louise Rice
Deputy Director, Operations
Sustainability Program Manager
San Mateo County Transit District

Carl Sedoryk
General Manager/CEO
Monterey-Salinas Transit

David A. Smith
Vice President, Marketing
MV Transportation

Rita Torres
Management Assistant
Norwalk Transit

California Transit Association
Committee Liaison

Amy J. Lai, CMP
Association Services Director

Conference Hosts

Thank you to the many wonderful conference workers and planners from agency host Los Angeles County Metropolitan Transportation Authority and local host Pasadena Area Rapid Transit System. We could not have held the California Transit Association 44th Annual Fall Conference & EXPO without your support.

Sponsors and Exhibitors

Each year vendor organizations step forward to help us financially support this conference. In these unprecedented times of economic uncertainty, we are especially grateful to all those companies listed on page 22 and page 25 that have demonstrated such commitment to the Association.

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