

SPRING 2021

# Transit and Paratransit

Management Certificate Program

UNIVERSITY OF THE  
**PACIFIC**  
Eberhardt School of Business  
**WESTGATE**  
*Center*  
FOR LEADERSHIP

*A results-orientated program  
to help advance you to  
the next level of success in  
today's transit environment.*

For almost 30 years, the Westgate Center has been offering quality leadership training to the transit industry. Thousands of transit leaders have attended our leadership programs throughout California, Oregon and Washington.

Over the past year, we have developed a new online version of our top-rated Transit Management and Paratransit Certificate Series. Our goal was not to take what we did in person and duplicate it to the online world, but rather to use our experience and knowledge in transit leadership and harness online technology to create a more engaged and effective learning experience. Each one-day class is broken into four hours of online learning done at the participant's convenience prior to the three hours of class engagement with the instructor to discuss, debate and internalize the learning process.

*“This course helped me to reflect on my organization in many ways during COVID-19 and the drastic changes to every aspect of our operative services. It also provided tools to identify challenges and how to manage our financial shortages to insure future success.”*

*Anne — SamTrans*

Learn more and register: [Pacific.edu/Transit](https://www.pacific.edu/Transit)

## ENROLL TODAY!

*Online courses begin:*

Cohort 1 - January 22

Cohort 2 - February 18

Cohort 3 - March 12

## Program Benefits

- Program topics provide key management and industry essentials for transportation professionals.
- Gain a thorough understanding of what it takes to be a successful transportation manager.
- Learn basic principles of transit regulations and mandates, management, marketing, risk management, human resources, operations, budgeting and leadership.

## Who Should Attend

- Any transit and paratransit employees who wish to become supervisors or managers.
- Current managers, department heads and new hires who have little or no formal management training or experience in public transit and paratransit.
- Existing managers who would like to enrich their management skills.

A few of our participating agencies:



## WESTGATE CENTER FOR LEADERSHIP & MANAGEMENT DEVELOPMENT

Located within the Eberhardt School of Business at the University of the Pacific, the Westgate Center was established to offer leadership, management and executive training programs for individuals and organizations.

The instructors for the Westgate Center Programs are selected based upon their transit knowledge, management experience, and teaching ability. They emphasize practical and current examples from the real world using specific organizational applications. Our instructors will show you how transit systems can be designed, operated and monitored to enhance performance. Your skills, abilities and knowledge as a manager in the transit industry will be enhanced to allow you to have a greater impact on the financial well-being of your organization. Class size is limited so that participants have a chance to interact with each other and with the instructors.

**COURSES** Series includes 8 of the following 9 courses.

### OVERVIEW OF TRANSIT LEGISLATION, REGULATION, AND POLICY

*Instructor: Donna DeMartino*

- » Federal and State Legislation and Regulations
- » Policies and Procedures - Formation and Influences
- » Interpreting and Complying with the ADA
- » Identifying and Locating Important Information Resources for Continued Education

### EFFECTIVE COMMUNICATION SKILLS

*Instructor: Lois Lang*

- » Organizational Communication Strategies
- » Understanding Barriers to Communication
- » Methods to Open Communication
- » Identifying Your Communication & Listening Styles

### DESIGNING INNOVATIVE ORGANIZATIONS

*Instructor: Cynthia Wagner-Weick*

- » Why Innovation is Important
- » What Prevents Successful Innovation in Organizations
- » Strategies, Structures, Processes, and Skills that Characterize Successful Innovators
- » Practical Tools to Improve an Organization's Capacity to Generate and Successfully Apply New Ideas

### BUDGETING AND FINANCIAL MANAGEMENT

*Instructor: Gloria Salazar*

- » Budgeting and Cost Allocation Controls
- » Budget Development as a Key Management Tool
- » Transit Funding Resources & Required Reporting
- » Grants Management
- » Standards and Required Financial and Performance Reporting for Transit Entities

### STRATEGIC THINKING

*Instructor: Mark Schaff*

- » What is Strategic Thinking?
- » Assessing Situations
- » Recognizing Connections
- » Making Decisions

### SAFETY MANAGEMENT SYSTEM

*Instructor: Walter R.L. Diangson*

- » Risk Management in Transit and the Process
- » Transferring Risk through Insurance Management
- » Safety – A Way of Life and an Organizational Value
- » Controlling Risk through Effective Hiring, Training and Safety Awareness

### LEGAL ISSUES IN EMPLOYEE RELATIONS

*Instructor: Thomas Brierton*

- » Federal and State Employment Law
- » Hiring and Firing – The Legal Basics
- » Employment Discrimination, Harassment & Retaliation
- » Americans with Disabilities Act

### MARKETING THROUGH CUSTOMER SERVICE

*Instructor: Sacha Joseph-Mathews*

- » Marketing for the Generations
- » Service Quality and Dimensions
- » Figuring Out the Gaps in Service Provision
- » Understanding Customer Expectations

### ENHANCING LEADERSHIP EFFECTIVENESS

*Instructor: Peter Johnson*

- » Leadership vs. Management
- » Purpose, Vision, Values and Goals
- » Creating Trust
- » Effective Communication
- » Building Teams

“Very good session and timely to go along with current events. Interactive and positive experience. Will definitely be put to use in my everyday work life.”

*Jeff — SunLine Transit Agency*

“A great, well rounded program for any level of transit employee.”

*Lisa — Paratransit, Inc.*

Learn more and register: [Pacific.edu/Transit](http://Pacific.edu/Transit)



**PROGRAM FEE** (Includes all instructional materials)

SERIES: Save by enrolling in the entire series for \$2,495

INDIVIDUAL SESSION: The cost per individual class is \$375

**FINANCIAL AID/SCHOLARSHIP: Available online**

 When enrolled in the entire series a Caltrans Scholarship (for agencies operating in California) may cover up to 50% if eligible.

**ONLINE TRAINING**

(8:30 AM - 11:30 AM)

All of our programs are online, and available to participants regardless of their location. Our online programs help you build and enhance critical foundational skills that set the stage for your professional success.

**CONFIRMATION**

You will receive an email prior to the start of the program for which you have registered with all technical requirements and a link to log into the program platform.

**EARN YOUR CERTIFICATE IN TRANSIT MANAGEMENT**

Participants must attend seven of the eight classes to receive a Transit and Paratransit Management Certificate from the University of the Pacific Westgate Center for Leadership Development.

“This course provided me with very useful tools that I will use to further my knowledge in transit regulations and mandates. I am exploring the many sites that were introduced to me.”

*Denise — OmniTrans*

**REGISTRATION**

 ONLINE: [Go.Pacific.edu/Transit](http://Go.Pacific.edu/Transit)

 E-MAIL: [Westgate@Pacific.edu](mailto:Westgate@Pacific.edu)

 CALL: 209.946.2956 or 888.439.2867

**ENROLL TODAY!**  
**ONLINE** courses start soon.  
[Go.Pacific.edu/Transit](http://Go.Pacific.edu/Transit)

“This program is a very valuable tool for any supervisor/manager seeking to improve his/her knowledge and skills. Very effective for adult learning.”

*Charles — Orange County Transit Authority*

“I thought this training was REALLY GOOD! It provided the tools to better communicate, listen, and build trust in teams.”

*Rafael — AltaMed*

**SPRING 2021 PROGRAM DATES\***

**COHORT 1 (FRIDAYS)**

- 1 Jan 22 (Orientation)
- 2 February 5
- 3 February 19
- 4 March 5
- 5 March 19
- 6 April 2
- 7 April 16
- 8 April 30
- 9 May 14

**COHORT 2 (THURSDAYS)**

- 1 Feb 18 (Orientation)
- 2 March 4
- 3 March 18
- 4 April 1
- 5 April 15
- 6 April 29
- 7 May 13
- 8 May 27
- 9 June 10

**COHORT 3 (FRIDAYS)**

- 1 Mar 12 (Orientation)
- 2 March 26
- 2 April 9
- 3 April 23
- 4 May 7
- 5 May 21
- 6 June 4
- 7 June 18
- 8 June 25

\*For detailed course schedule, refer to [Go.Pacific.edu/Transit](http://Go.Pacific.edu/Transit)

