CALACT

CONFERENCE & EXPO

INDIAN WELLS, CA | APRIL 21-24, 2020
Welcome to the CALACT 2020 Spring Conference & Expo in Indian Wells!

On behalf of the CALACT Board of Directors, we appreciate your participation. We hope that you enjoy the exciting and interesting educational program put together by the CALACT Conference Committee. CALACT is excited that this year’s Conference lands on Earth Day. Transit: Think Globally, Act Locally has a little bit of everything and highlights ways in which transit helps support environmentalism, including through collaboration with microtransit, mode share, and innovations in mobility.

The Conference kicks off on Wednesday with a keynote address by Tony Seba, transportation disruption expert and entrepreneur. He will help us see transit’s current impact on the environment and what the future holds for our industry. Afterward, enjoy sessions in mobility management, operations, regulations, and professional development. We hope you’ll enjoy two of the day’s premiere events: The Awards Luncheon, which celebrates 2020’s best of the best in California transit, and the Expo Reception, sponsored by GMV-Syncromatics. Don’t forget your drink tickets!

The following day, the Conference continues in full swing with sessions on Free & Reduced Fare Programs, Audit-proofing Procurements, Effective Use of Social Media, and PTASP technical assistance. Later that day, CALACT is excited for a special plenary session: California Transit Combating Human Trafficking, which explores the ways in which the transit industry is inhibiting human trafficking and what your agency can do to prevent and combat it. Afterward, join your CALACT friends at the Bus Show Luncheon. Don’t forget to fill out your bus show card to be eligible to win grand prizes. At the Expo, visit each booth and play the Expo game for more chances to win fabulous prizes. End your night at the Evening Event at the Living Desert Zoo & Gardens for a fun, furry night with live music from the Rhythm Method 4, dinner, drinks, and a four-legged (or two-winged) guest, sponsored by Transdev.

The Conference ends with the final plenary session which delves into changes to the Transit Development Act. All agencies are encouraged to stay as stakeholder input is wanted during this exciting, interactive session.

We hope that you find some time to enjoy Indian Wells and the greater Palm Springs area while you’re here. We recommend grabbing a bite at Lulu’s Restaurant or Sherman’s Deli if you can. Enjoy downtown Palm Springs for premiere shopping at a variety of eclectic shops. Find some excitement by riding the Palm Springs Aerial Tram, which lands atop the San Jacinto mountains, providing excellent and sweeping views of Palm Springs. We know you’ll have fun while you’re here and will have a memorable conference experience – enjoy!

Jacklyn Montgomery
Executive Director
Conference Host
SunLine Transit

Conference Hotel
The Conference Hotel, Renaissance Esmeralda Indian Wells, is located at 44400 Indian Wells Lane in Indian Wells, California, and the telephone number is (760) 773-4444.

Transportation
The closest airport is the Palm Springs Municipal Airport located at 3400 E Tahquitz Canyon Way, Palm Springs, CA 92262.

Public Transportation
From the airport terminal, participants can walk a short distance to Tahquitz Canyon at Civic to take SunLine's Route 30 towards Cathedral City and transfer onto 111 towards Coachella, exiting on Hwy 111 at Indian Wells Ln. The hotel is approximately 4/10ths of a mile from the stop.

Private Transportation
Taxis are available on site and Uber and Lyft both operate from the airport.

Parking
The self-parking rate is included in the $15 resort fee for guests. Valet rates are $28 overnight and $8.00 short term.
Thank You to Our Sponsors

CALACT expresses its appreciation to the Sponsors who generously support CALACT’s Spring Conference & Expo

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Special Events
- Evening Event: Transdev
- Opening Session & Keynote: Ecolane
- Expo Reception: GMV-Syncromatics
- Human Trafficking Plenary: New Flyer/MCI

Conference Items
- Conference App
- Conference Bag: First Transit
- Conference Badges: Connexione
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- Expo Grand Prizes
- Conference Giveaways

Conference Breakfast, Lunches & Breaks
- Awards Luncheon: Q’Straint/Surelok
- Tuesday Morning Breakfast: A-Z Bus Sales
- Wednesday Break: Paratransit Services
- Wednesday Bus Show Lunch: Creative Bus Sales
- Thursday Breakfast: MV Transportation
- Thursday Break: BraunAbility
- Friday Breakfast Buffet: Transloc
Tony Seba is a world-renowned author, thought leader, speaker, educator and entrepreneur. Seba is the author of the #1 Amazon best-selling book “Clean Disruption of Energy and Transportation - How Silicon Valley Will Make Oil, Nuclear, Natural Gas, Coal, Electric Utilities and Conventional Cars Obsolete by 2030”, “Solar Trillions” and “Winners Take All”. Seba is also a co-founder of RethinkX, a think tank that focuses on technology disruption and its implications for society and co-author of “Rethinking Transportation 2020-2030”.

He is an instructor at Stanford University’s Continuing Studies Program, where he has taught entrepreneurship, disruption, and clean energy. He has created and taught the following courses: “Understanding and Leading Market Disruption”, “Clean Energy and Transportation - Market and Investment Opportunities”, “Strategic Marketing of High Tech and Cleantech”, “Finance for Marketing, Engineers, and Entrepreneurs” and “Business and Revenue Models Innovation”. He has also taught at top business school around the world such as The Auckland University (New Zealand) Business School, at Singularity University, and in-company at some of the world’s top high tech companies such as Google, Inc.

Tony Seba brings 20+ years of solid operating experience in fast-growth high tech and clean technology companies. He was the founder and CEO of PrintNation.com, a B2B ecommerce site which he established as the undisputed leader in its market segment, winning such top industry awards as the Upside Hot 100 and the Forbes.com B2B ‘Best of the Web’. Seba led two venture capital rounds raising more than $31 million in funding from well-known venture funds, hired a complete management team, 100+ employees, and managed the development of strategic partnerships with some of the world’s top companies.

Mr. Seba was an early employee at Internet powerhouse Cisco Systems and RSA Data Security where he worked in business development and strategic planning. He developed strategic relationships with leading companies including Microsoft, Visa, Netscape, and Sun Microsystems. Seba has been responsible for the architecture, development, and commercialization of more than two dozen products and services, many of them disruptive, including Java security, electronic payment technology, sales force automation, computer-aided software engineering and ecommerce infrastructure.

Seba has been a keynote speaker at hundreds of conferences and company events where he has addressed some of the world’s most pressing topics: technology-based disruption, entrepreneurship, innovation, and the future of energy and transportation. He has been featured in global media including Business Week, Investors Business Daily, Forbes, NPR, Fast Company, TV Chosun, Das Erste, FD News, CNBC, CBC, and more.

Tony Seba has been an advisor to policy-makers, investors, and corporations. He been an advisor in the development of more than 400 MW of Wind and Solar Power. He is on the board of directors or advisory boards of CloudM, a Health and Safety software company; Powerhouse, a solar incubator and accelerator; Mercurius, an Energy Investment Management software company; Everblaze Energy, a connected solar device startup company, and Hackidemia, an educational lab focused on teaching children hands-on STEM-based invention skills. He was previously on the Board of Directors of the Stanford Alumni Consulting Team and the San Francisco Jazz Organization. He has worked on ACT projects for organizations such as Stanford Office of Technology Licensing, Yerba Buena Center for The Arts and Girls Scouts USA.

Tony Seba holds an M.B.A. from Stanford University Graduate School of Business and a B.S. in Computer Science and Engineering from the Massachusetts Institute of Technology.
Featured Speakers

Steve Clermont, Center for Transportation and the Environment

Steve Clermont is the Director of Planning and Deployment at the Center for Transportation and the Environment, a member-based, non-profit organization based in Atlanta. CTE facilitates the research, development, demonstration and commercialization of advanced transportation technologies. Their mission is to discover and promote solutions aimed at achieving energy independence, improving air quality, and providing environmental sustainability. CTE has managed a portfolio of more than $500 million in cost-shared transportation projects since the organization’s founding in 1993.

Prior to joining CTE, Steve provided business management and information technology consulting services to Fortune 500 companies. Steve holds a Bachelors of Industrial Management and an MBA from Georgia Tech.

Annie Sovcik, Truckers Against Trafficking

Annie Sovcik is the Director for Busing on the Lookout (BOTL), a program of Truckers Against Trafficking (TAT). As BOTL director, Annie is responsible for leading TAT’s engagement with the bus industry. Annie joined TAT in 2018 with over 12 years of experience as a human rights lawyer, working on anti-human trafficking, anti-torture, and refugee protection policies at a national and international level.
CALACT Conference Agenda
Tuesday, April 21, 2020

9:30 AM       CALACT Board Meeting

12:00 P.M.    CALACT Grant Writing Workshop – Finding the Money!

This two-part workshop will seek to strengthen the grant writing skills of participants to prepare effective grants that secure more discretionary funding. As transit personnel are confronted with increasing numbers of grant opportunities, it becomes ever more important to use scarce staff time effectively.

Through a mix of lecture, practicum and panel discussion, participants will hone their grant-writing skills to bring home more grant funds and have fun doing so!

Part One – Lecture and Practicum
This workshop will address key questions:
1. What grants are available and what cycles can be predicted?
2. How to effectively start and determine which grants to pursue
3. How to refine the “ask” and ensure that the grant request is clear
4. How to build a strong budget
5. How to think about performance measures and reporting outcomes
6. How to navigate Caltrans BlackCat and the federal government’s Grants.gov

Part Two – Expert Panel.
Those deep in the trenches of awarding grants will share their experiences, through an invited panel of CalTrans Grantors and Grant Request Reviewers to talk about common applicant pitfalls and best practices they have observed in grants for 5310, 5311 and other state funding sources.

Developing Your ICT Plan
During this pre-conference workshop, speakers familiar with California Air Resources Board Innovative Clean Transit (ICT) plan development will provide hands-on training and real-life examples to help transit agencies develop an acceptable and compliant plan to meet ICT requirements.
Speakers: Steve Clermont, Center for Transportation & the Environment, Yachun Chow, California Air Resources Board

Wednesday, April 22, 2020

7:00 AM  Registration

7:00 AM  Continental Breakfast
          Sponsored by A-Z Bus Sales

8:00 AM  Welcome
          Speakers:  Amy Hance, City of Clovis; Lauren Skiver, SunLine Transit Agency

8:30 AM  Keynote Speaker: Tony Seba
          Tony Seba is a world-renowned author, thought leader, speaker, educator and entrepreneur. Seba is the author of the #1 Amazon best-selling book “Clean Disruption of Energy and Transportation – How Silicon Valley Will Make Oil, Nuclear, Natural Gas, Coal, Electric Utilities and Conventional Cars Obsolete by 2030”, “Solar Trillions” and “Winners Take All”.  Seba is also a co-founder of RethinkX, a think tank that focuses on technology disruption and its implications for society and co-author of “Rethinking Transportation 2020-2030”. During his keynote presentation, Tony will guide attendees through the green changes and impacts of the evolution of the transportation sector and how quickly the field is and will continue to change considering the green revolution.
          Sponsored by Ecolane
9:45 AM  Eco-Friendly Paratransit Certification
All transportation agencies are required to establish a process for determining ADA Paratransit eligibility. Depending on your community, the eligibility certification process can take on many different forms. If your agency has the resources and logistics, an in-person evaluation could be the way to go; however, for other agencies, documentation review, or a telephone interview might be a better option.

With the introduction of newer technologies in paratransit such as online bookings and Smartphone apps, we should consider looking into online-based technologies as a possible method for determining ADA Paratransit eligibility.

This session will explore eco-friendly processes used by large and medium sized agencies to evaluate individuals for ADA paratransit service.

Speakers: Gracie Davis, Orange County Transportation Authority
Moderator: Eric Haack, Access Service

9:45 AM  Complete Streets: Building a Multimodal Transportation Community
During this session, speakers will discuss the strategies and steps to take in developing and rolling out a “complete streets” transportation plan that includes bicycle, pedestrian, and transit access for community members. Hear from advocates of safe and reliable green transport modes as well as transit agencies that have incorporated those alternative modes into their planning. Get ideas and brainstorm ways that your own agency can start advocating for and building easy access to all modes of clean transit for a more mobile and green community.

Speakers: Annette Williams, SFMTA; Brian Lane, San Diego Association of Governments; Nicole Burgess, SD Bike; SF Bike Coalition
Moderator: Mark Wall, Mark Wall & Associates

9:45 AM  Buy America or What Happens When Lawyers Do Math
We know that Buy America requires agencies to buy products made in America but what does that really mean and how can we tell if something qualifies as a US product? This two-hour session will:

• Review the basic law, regulations, and principles behind the FTA Buy America program;
• Discuss current issues in Buy America practices including definition of components, subcomponents, and manufacturing;
• Concentrate on applying Buy America under the special rules for rolling stock; and
• Address documentation requirements for agencies, auditors, and manufacturers.

Speaker: James La Rusch, Raul V. Bravo & Associates, Inc.
Moderator: Omar McPherson, San Luis Obispo Regional Transit Authority
9:45 AM  TNC’s: Access for All & AB 5 Update
Update on Access for All and Assembly Bill 5 on the transportation industry. During this session, speakers will explore questions such as: What is the bill impact so far? What is the planned response by taxis, TNCs, and transit providers? What are the legal requirements? Speakers will answer questions on how this effects the local transit landscape and may affect transit agencies that utilize TNC’s and taxicabs for first/last mile coverage.
Speakers: Cody Naylor, California Public Utilities Commission, Jeff Womack, MV Transportation
Moderator: Meagan Schmidt, Facilitating Access to Coordinated Transportation

11:30 AM  Awards Luncheon
Sponsored by Q’Straint/Sure-Lok

1:00 PM  Priority Populations: Technical Assistance and Findings
Priority Populations are specifically targeted for investments to improve public health, quality of life and economic opportunity in California’s most burdened communities at the same time they’re reducing pollution that causes climate change. The Low Carbon Transit Operations Program (LCTOP) and the Transit Intercity Rail Capital Program (TIRCP) in partnership with the Strategic Growth Council and the California State Transportation Agency completed a first year of Technical Assistance in June of 2019. The Caltrans Priority Populations Liaison is starting the second year of Technical Assistance for both programs for the FY20-21. The Technical Assistance (TA) Program supports local communities and eligible transit agencies/operators with direct partnership development and capacity building activities with the goal of facilitating projects and project outcomes within LCTOP and TIRCP to ensure awards will provide direct and meaningful benefit. This session will provide an overview of the TA Year 1 outcomes from LCTOP and TIRCP. This session will also provide a space for transit agencies to communicate needs and recommendations for Year 2 TA. TIRCP TA will target 3-5 specific agencies whereas LCTOP TA will hold 5-7 statewide workshops to partner community-based organizations and transit agencies to strengthen relationships and prioritize projects and needs.
Speakers: Amar Cid, California Department of Transportation; Courtney Williams, California Department of Transportation
Moderator: Brian Travis, California Department of Transportation

1:00 PM  Integration of ZE Transit and Clean Mobility Projects to Meet Community I Transportation Gaps
Along with the Innovative Clean Transit regulation, CARB is developing statewide funding programs to help low-income and disadvantaged communities implement clean mobility options (carshare, rideshare and bike share) projects that connect to transit and meet unmet community transportation needs. This session will review the process for developing a program to address transportation equity to low-income and disadvantage communities. Speakers will discuss how to identify community transportation needs/gaps, developing clean mobility projects to meet these needs, partnerships, funding and resource contribution, application assistance, and implementation assistance.
Speakers: Yachun Chow, California Air Resources Board; Tabitha Willman, California Air Resources Board
Moderator: TBD
Mindful Self-Compassion
How would you talk to a friend or child who was having a hard time? Typically with kindness, care and compassion. Yet, when we ourselves are having a hard time, we often fail to offer the same care for ourselves. In fact, we typically have less compassion for ourselves than we have for others. Self-compassion entails being warm and understanding toward ourselves when we suffer, fail, or feel inadequate, rather than ignoring our pain or flagellating ourselves with self-criticism.

It is an approach that can be learned and cultivated through mindfulness practices. Contrary to popular belief, the research shows that when we are hard on ourselves and make negative self-talk a habit, we are less productive and less likely to live up to our full potential than if we were kind to ourselves.

The Mindful Self-Compassion Workshop is both educational as well as experiential. In this work shop we will explore:

- What is self-compassion and why does it matter?
- The application of self-compassion in the workplace.
- How your own self-compassion affects others and the way you treat them.
- Tips, exercising and practices for establishing a mindset of self-compassion

Speaker: Stacy Keston, Ensight Partners
Moderator: Amy Hance, City of Clovis

Effective Public Outreach to Enable Title VI Compliance
This interactive training can serve as a refresher course for those already working with their agency’s Title VI Program or as an introductory primer for agencies developing/updating their program for the first time.

Following an overview of transit operator responsibilities to maintain Title VI compliance, we will focus on strategies for implementing your Title VI Program through effective public outreach. While Title VI responsibilities will be geared towards agencies with fewer than 50 vehicles, agencies of all sizes will benefit from this session.

Topics will include:

- Title VI agency responsibilities
- Developing and updating your Title VI Program
- CalACT’s Title VI resources
- Common program deficiencies and how to avoid them
- Implementing your Program through effective public outreach
- Questions and answer panel, with FTA Headquarters Office of Civil Rights staff invited

We invite you to bring your Title VI Program, or program in progress, examples or Title VI issues in your environment, and burning questions.

Speakers: Heather Menninger, A-M-M-A Transit Planning; Federal Transit Administration
Moderator: Valerie Gibson, City of Pasadena
Making the Case for Travel Training with Your Agency
Travel Training is a process where, through a group workshop or through one-on-one instructor/candidate sessions, a person can receive instruction on how to safely and effectively use public transportation for their travel needs.

Access Services, Los Angeles and the Orange County Transportation Authority (OCTA) have each had travel training programs with their agencies for many years as a means to provide additional transportation options for their paratransit eligible and senior communities and to reduce costs associated with their paratransit service.

In this session, Access Services will present data gathered over five years showing what impact Travel Training has had on those customers who have been trained and how likely they are after training to actively use fixed route service and paratransit service. OCTA will discuss their reasons for supporting their agency’s travel training program to increase ridership and what steps they wish to take in the future with this program. Finally, representatives from Mobility Management Partners will discuss how to best justify the cost of travel training when presenting to decision makers, including the importance of following through with persons who have completed the program to document their ongoing success after training.

Speakers: Eric J. Haack, Access Services; Gracie Davis, Efren Guzman Orange County Transit Authority; Mike Culver, Mobility Management Partners
Moderator: Gracie Davis, Orange County Transit Authority

Much Ado About Big Data
You have mountains of data coming from multiple different sources. You enter data into your systems multiple times, you have numerous spread sheets, you spend more time preparing data and reports than using the data to manage your business.
Aida Banihashemi will discuss how Marin Transit is consolidating all their data under one platform, has replaced all their spread sheets with automated systems and has set up Dash Boards and Key Performance Indicators (KPIs) to manage their operations and data reporting requirements.
Nicole Carranza of Pomona Valley Transit Authority, will discuss how PVTA is managing their prime contractor and downstream taxi providers, capturing data for contractor oversight and NTD reporting.
Swiftly will discuss how leveraging big data can improve operational performance and reliability. There are lots of flashy theories about how to increase ridership, and some of them work, but the ones with the biggest impact tend to be the tried and true. At the top of the list is how we increase ridership while improving transit reliability.
One of the most overlooked contributors to transit reliability is how well agencies coach their operators to execute schedules and service plans. What isn’t measured isn’t managed, and ad hoc operator data is hurting agencies in three key areas: schedule adherence, operator morale, and safety. This presentation will cover how operator data is a combination of schedule adherence, operator morale and safety at transit agencies from Honolulu to Baltimore.
2: 30 PM  
**Mindful Improv for Team Building**

Mindfulness is the practice of paying attention to the present moment with openness, curiosity and willingness to be with what is. Through mindfulness we notice when our minds are off in the future or re-living the past or stuck in place of self-judgment.

Once we notice this, we learn to steer our attention back to the present moment. When our minds wander in mindfulness meditation practice we come back to our breath. In mindful improv we notice when our minds wander and come back to listening, which grounds us in the present moment. In Mindful Improv we also get to reflect on what is showing up in our minds as we take baby steps into a more creative, open, playful version of ourselves while developing powerful tools. These tools are incredibly priceless for any human being.

Through the practice of Mindful Improv, we learn how to:
- Become better connected to the present moment
- Cultivate compassion (for ourselves and others)
- Listen deeply
- Cultivate courage
- Build the muscle of creativity
- Let go of judgment of ourselves and others.
- Have fun!

**Speaker:** Stacy Keston, Ensight Partners  
**Moderator:** Amy Hance, City of Clovis

2: 30 PM  
**Micro-Mobility: First Mile Last Miles Solutions**

The transportation landscape has recently seen the introduction of various micro-mobility options, including shared mobility devices such as E Scooters and docked and dockless bikeshare. What have been the impacts to local communities of this new mobility option for short trips and first/last mile use? How are they really used? What’s working, what’s not? Come listen to colleagues discuss various micro mobility modes, implementation plans, lessons learned regarding how to manage, permit, and enforce these niche modes, so that it is a part of a solution in cohesive urban planning/transit use, as opposed to an irritant especially for vulnerable sidewalk users such as people with disabilities and seniors.

**Speakers:** Annette Williams, SFMTA; Richard Tree, Porterville Transit; John Andoh, City of Escalon  
**Moderator:** Margaret Heath-Schoep

4:00 PM  
**Break**  
*Sponsored by Paratransit Services*

4:15 PM  
**Fastbreak option**
4:15 PM  
**Mobility as a Service: Microtransit Programs Reshaping Public Transportation Options**
During this session, speakers from several different transit agencies will speak about their transit-on-demand service project development, implementation, and execution of rural, small community, and urban microtransit services. Anaheim Resort Transportation will talk about FRAN (Free Rides Around the Neighborhood), which is a free microtransit service for riders in Anaheim. The FRAN network provides rides to nearby attractions as well as free pick up and drop off within service boundaries. Yolo County Transportation District (YCTD) will discuss the launch of a grant-funded pilot project in August of 2019 which provides a rural to small urban connection between communities in Yolo County. This session would provide small operator insight on the challenges, successes, and lessons learned by YCTD with respect to developing, implementing, operating, and monitoring a rural-focused microtransit service. Omnitrans will provide an overview of their own microtransit pilot, which is currently in its infancy but will help participants to see key planning and development of microtransit services in an urban network.

**Speakers:** Kevin Clausen, Anaheim Resort Transportation; Belinda Trani, Anaheim Resort Transportation; Jose Perez, Yolo County Transportation District  
**Moderator:** Chloe Spano, Transdev

4:15 PM  
**Transitioning to Generation ZEB**
During this session, participants will hear about steps that agencies must take when transitioning to a Zero Emission Fleet, what to expect, and what pitfalls may occur. Speakers will also discuss how to analyze data of ZEB fleets in order to maximize the on the road efficacy of alternative fuel vehicles. Speakers will also discuss possibilities when it comes to emergency charging infrastructure and power sources. This session will provide an overview of how to make ZEB fleets work for agencies and ensure that vehicles can be on the road when they’re supposed to be.

**Speakers:** Trishan Peruma, Viriciti; Rob Brown, Avalon Battery; Steve Kelley, Engie  
**Moderator:** Ron Zirges, Victor Valley Transit Authority

4:15 PM  
**Managing Contractors & Suppliers**
This session will examine best practices in the management of suppliers and contractors. Once an RFP and contract are awarded it is easy to believe the hard work is done. The truth is that the tough part is just beginning. Real life case studies and panelists will discuss the best and worst in contractor management.

**Speakers:** Darrin Matthews, Negometrix, W.C. Pihl, Transdev  
**Moderator:** Kevin Kane, Victor Valley Transit Authority
4:15 PM  Cal ITP Update
This session will provide an update on the California Integrated Technology Plan and how the project will provide the technology and tools to provide seamless mobile ticketing for transit agencies. Real time travel information, payments and making eligibility verification easier. Where Caltrans and other state agencies can add value and use California’s enormous buying power to reduce costs and hurdles in getting around. For more information: https://bit.ly/2VhCX8c
Speakers: Kyle Gradinger, California Department of Transportation; Gillian Gillett, California Integrated Mobility, Caltrans
Moderator: Wendy King, Caltrans

6:30 PM  Expo Reception
Sponsored by GMV Syncromatics

Thursday, April 23, 2020

7:30 AM  Registration

7:30 AM  Breakfast
Sponsored by MV Transportation

8:00 AM  Exploring the Impacts of Free or Reduced Fare Programs
Reduced Fares, Free Fares, and hopes to provide access to transportation for all in our communities has become an important topic for transit agencies. In this session you will hear from speakers who have had reduced fares for low-income riders for years, alternatives to paratransit that can save passengers and agencies money while providing more flexible transportation, and an author of a collegiate study examining free and reduced fares and the impact on our communities.

Speakers: Jean-Daniel Sephores, University of California Irvine; Kadri Kalm; Livermore-Amador Valley Transit Authority; Tina Dubost, SamTrans
Moderator: Jonathan Steketee, Livermore-Amador Valley Transit Authority

8:00 AM  Audit-Proofing Your Procurements
Everyone dreads those triennial and procurement system reviews. How can an agency minimize the number of findings or even get that rare ‘no findings’ gold star? This one-hour session will:
- Review the most frequent triennial review findings;
- Decipher what those findings mean;
- Discuss how best to prepare the agency’s procurements and policies to avoid adverse findings; and
- Address best practices for staying in compliance once you get there.

Speaker: James LaRusch, Raul V. Bravo & Associates, Inc.
Moderator: WC Pihl, Transdev
How To Use Social Media Effectively I

This workshop will take place over two sessions during the conference. Session II takes place immediately following session I in the same room.

Session I will review and discuss materials previously presented in the webinar series of the same title put on by CALACT in February and March. Did you miss those webinars and want to catch up? Did you attend those webinars and want a review of the content covered? This session will present all 3 webinars in abbreviated form, with time for discussion. We'll cover:

- The basics of social media: what is social media and what is it for?
- Effective activities for transit agencies to include in their social media plan
- How to develop a strategic social media plan
- Advertising and conversion tracking on social media and your website

Speaker: Thomas Craig, Trillium Transit
Moderator: John Andoh, City of Escalon

Overcoming the Fear of creating your FTA Public Transportation Agency Safety Plan

This session will review the federal requirements for meeting the FTA Public Transportation Agency Safety plan due July 19, 2020. Bernardo Bustamante will provide a review and discussion of FTA requirements. Speaker Brian Travis will review the California PTASP Template and timelines for completion. Rufus Francis will discuss the processes and data needed to create his agencies PTASP plan.

Speakers: Bernardo Bustamante, Federal Transit Administration; Brian Travis, California Department of Transportation; Rufus Francis, Santa Cruz Metropolitan Transit District
Moderator: Omar McPherson, San Luis Obispo Regional Transit Authority

Sexual Harassment Training - Two Hour Training

California State law requires that employers with at least five employees provide sexual harassment training every two years for all employees. Since 2005, California Law AB 1825 requires that employers with over 50 employees to provide sexual harassment training for Supervisors. Senate Bill 1343 signed into law September 30, 2018 expanded the law to require employers with at least 5 employees to provide training. In January 2019, Senate Bill 1300 expanded harassment protection and liability under the Fair Employment and Housing Act by mandating that an employer may now be responsible for any acts of harassment (not just sexual harassment) by non-employees, against employees and other non-employees, including interns, volunteers and contractors.

This session will cover the training requirements, topics that must be covered, and steps to ensure your agency complies with the requirements.

This session will meet the requirements for the California mandatory sexual harassment training for Supervisors.

Speaker: Tammy R. Bennett, Dinsmore & Shohl LLP; Johner T. Wilson III, Dinsmore & Shohl LLP
Moderator: Sean Powers, Transdev
9:45 AM Creating a Successful Leadership Succession in Your Transit Agency

How do you successfully pass the leadership baton from one generation to the next without missing a beat? What if the leader has been there for decades and part of the DNA of the organization? Long term success for any transit agency involves creating and implementing a successful succession plan for the CEO/General Manager. We will explore this process from the perspective of the board, the CEO and the Successor.

Join us for a dynamic and energetic discussion on how two transit agencies are successfully moving their agencies from one leader to the next in a seamless and smooth transition. Peter Johnson, Director of the University of the Pacific Westgate Center will moderate a discussion with leaders from Pomona Valley Transit Authority and San Joaquin Regional Transit District. Each agency will share their very different processes, timelines and lessons learned as they each move from their long-time visionary leaders to the next generation of leadership for their organization.

Speakers: George Sparks, Pomona Valley Transportation Authority; Nicole Carranza, Pomona Valley Transportation Authority; Donna Demartino, Los Angeles-San Diego-San Luis Obispo Rail Corridor Agency; Gloria Salazar, San Joaquin Valley Transit District

Moderator: Peter Johnson, University of the Pacific

9:45 AM Enhancing Public Transportation Options through Volunteer Driver Programs

Communities have a growing need for transportation options tailored towards seniors and the disabled. Volunteer driver programs can play an important role in filling this need by offering customized and direct travel, especially for residents in areas where traditional fixed route, demand response, and ride-hailing services are not available or not appropriate. Unfortunately, managing a volunteer driver program can be complex and time consuming. This panel discusses how several non-profit community volunteer driver programs reduced their program administration and increased their capacity to fulfill rides by building a custom ride coordination technology application. The panel will focus on why their application is successful, what technology was used to build the application, as well as some potential "gotchas" to look out for when embarking on a similar project. If audience members are interested in, or have a form of, volunteer driver program, this panel provides insight on how such a program, with the proper funding and organization support, can be streamlined with the help of technology. More broadly, it discusses techniques for maximizing the number of rides they can fulfill with a limited pool of volunteer drivers. It also details how other organizations might take advantage of their custom application.

Speakers: John Carroll, Santa Cruz Volunteer Center; John Carroll, Santa Cruz Volunteer Center Senior Transportation Program; Vilma Contreras, Executive Director, Community Partners in Caring, Erika Cardenas, Pomona Valley Transportation Authority

Moderator: Derek Wong, Michael Baker International
9:45 AM  How to Use Social Media Effectively II

This workshop will take place over two sessions during the conference. Session I takes place immediately before session II in the same room.

Session II will be an interactive workshop in which the agencies present will together build and discuss social media plans for agencies in the room. We’ll pick 2 or 3 agencies in attendance, and brainstorm what the right plan is for them, and develop the details together. This will include defining the labor time needed and staff roles responsible for participating in the social media plan, as well as creating draft posts and ideas for social media campaigns and identifying a reasonable advertising budget, if appropriate.

To attend session II, we strongly encourage that you’ve either 1) attended Session I, 2) attended the February/March webinars, or 3) are actively engaged in social media at your agency.

Speaker: Thomas Craig, Trillium Transit
Moderator: John Andoh, City of Escalon

11:10 AM  11:20 AM

Break

Plenary 2: California Transit Combating Human Trafficking

Session Sponsored by New Flyer & Motor Coach Industries

Human Trafficking is modern day slavery. An estimated 40 million people worldwide are exploited for commercial sex or forced labor. It is happening every day across the United States, including in communities throughout California. According to data from the National Human Trafficking Hotline, since 2007 there have been over 30,000 reports of suspected trafficking in the state of California, the highest of any state in the country. These reports have generated over 8,500 cases involving over 8,800 likely victims … statistics that are even more severe when we recognize that human trafficking is a grossly underreported crime.

Traffickers may take advantage of transit systems for their illicit activities, either using transit centers or bus stations as locations to recruit victims or through using public transportation to move their victims from place to place. Victims also rely on transit as a means of escape. Given that transit staff may be encountering human trafficking in the course of their everyday jobs, it’s critical that they know what to look for and how to report suspicions effectively.

This plenary session will feature a survivor-advocate, a law enforcement officer, and a transit agency representative who will each share information from their unique perspectives on the intersections between transit and human trafficking in California. Participants in this session will be equipped with the tools they need to implement anti-human trafficking training and policies within their operations.

Speakers: Sgt. Chase Chiappino, San Diego County Sheriff’s Department and San Diego Human Trafficking Task Force, Brendan Shannon, San Diego Metropolitan Transit System, Liz Williamson, Survivor-Advocate; Annie Sovcik, Director of Busing on the Lookout, a program of Truckers Against Trafficking

Moderator: Kristen Joyner, KJ Backpack, Member of US Department of Transportation Advisory Committee on Human Trafficking
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Details</th>
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<tbody>
<tr>
<td>12:50 PM</td>
<td>Bus Show Luncheon</td>
<td>Sponsored by Creative Bus Sales, Visit the bus dealers and complete your bus cards for a chance at winning prizes.</td>
</tr>
<tr>
<td>2:30 PM</td>
<td>Expo</td>
<td>Prices Sponsored by, See the latest products from vendors. Visit each vendor to qualify to win the grand prize!</td>
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<tr>
<td></td>
<td>Break</td>
<td>Sponsored by BraunAbility</td>
</tr>
<tr>
<td>6:00 PM</td>
<td>Evening Event</td>
<td>Enjoy a night in the Living Desert with dinner, drinks and live music provided by The Rhythm Method 4.</td>
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<td>Sponsored by Transdev</td>
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**Friday, April 24, 2020**

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<tbody>
<tr>
<td>8:30 AM</td>
<td>Breakfast Buffet</td>
<td>Sponsored by Transloc</td>
</tr>
<tr>
<td>9:30 AM</td>
<td>Transit Town Hall</td>
<td>Learn about the recommendations of the California Transit Association Transportation Development Act (TDA) work group. Attendees will discuss the proposed changes and provide comments or changes for CALACT to compile and provide recommendations to the TDA Work group.</td>
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<tr>
<td></td>
<td></td>
<td>Speakers: TBD</td>
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<tr>
<td>11:30 AM</td>
<td>Conference Concludes</td>
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EXHIBITORS

101/200 Q'Straint/Sure-Lok
103 Connexionz Limited
104 BraunAbility
105 Creative Bus Sales, Inc
106 Urban Solar
107 Transdev
109 GMV Syncromatics
111 Bus-Stuf, Inc
112/114 A-Z Bus Sales, Inc
113 Ecolane
115 Paratransit Services
201 Transit Marketing Group
203 Gerflor Transportation
204 Westmatic
206 RO Bus Sales
212 Safety Vision
213 REI
214 ETA Transit Systems
215 NS Corporation
216 Pro Air - American Cooling Technology (ACT)
300 Avail Technologies
301 Trans Air
303 MorRyde
304 BYD Motors
311 Safe Fleet Bus & Rail Services
314 Thermal Protection Services
315 VelVac, Inc.
316 Vehicle Technical Consultants
400 Routematch Software
403 DDS Wireless
403 United States Seating Company & Fogmaker
404 Nations Bus Sales
406 Rosco Vision Systems
407 TripSpark Technologies
408 Clean Energy
410 Martin’s Risk Management
411 Decals by Design
413 New Flyer of America/MCI
414 Mobile Climate Control
501 TransLoc
502 Freedman Seating Company
503 Altro Transport Division USA
504 Morgan Olson Bus LLC
505 InterMotive, Inc.
506 Turbo Images - Saint-Georges, QC
507 Luminator Technology Group
508 Swiftly, Inc.
509 Proterra, Inc
510 MTM Transit
511 Vicinity
512 Nova Bus
513 Thermoking
515 Trackit LLC
518 Hanover Displays
Foyer Tabletop 1 APTA
Foyer Tabletop 2 Panther
Conference Schedule - At A Glance

Tuesday
9:30 AM  CALACT Board Meeting
12:00 PM  Grant Writing Workshop
12:00 PM  Developing an Innovative Clean Transit Plan
1:00 PM  Golf Outing
2:00 PM  RTAP Advisory Committee Meeting
3:30 PM  CALACT Conference Committee Meeting

Wednesday
7:00 AM  Breakfast, sponsored by A-Z Bus Sales
8:00 AM  Opening Session and Keynote
9:45 AM  Eco-Friendly Paratransit Certification
9:45 AM  Complete Streets: Building a Multimodal Community
9:45 AM  Integration of ZE Transit and Clean Mobility Projects to Meet Community I Transportation Gaps
9:45 AM  TNC: Access for All
11:30 AM  Awards Luncheon, sponsored by Q'Straint/Sure-Lok
1:00 PM  Priority Populations: Technical Assistance and Study Findings
1:00 PM  Buy America - Or What Happens When Lawyers Do Math
1:00 PM  Mindful Self-Compassion
1:00 PM  Effective Public Outreach to Enable Title VI Compliance
2:30 PM  Making the Case for Travel Training with Your Agency
2:30 PM  Much Ado About Big Data
2:30 PM  Mindful Improv for Team Building
2:30 PM  Micro-Mobility: First Mile Last Miles Solutions
4:00 PM  Break, sponsored by Paratransit Services
4:15 PM  Mobility as A Service: Microtransit Programs Reshaping Public Transportation
4:15 PM  Transitioning to Generation ZEB
4:15 PM  Managing Contractors and Suppliers
4:15 PM  CalITF Update
4:15 PM  Fastbreak Meetings
6:30 PM  Expo Reception, sponsored by GMV-Synchronatics

Thursday
7:00 AM  Breakfast, sponsored by MV Transportation
8:00 AM  Free & Reduced Fare Programs
8:00 AM  Audit-Proofing Your Procurements
8:00 AM  How to Use Social Media Effectively
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<td>9:45 AM</td>
<td>Enhancing Public Transportation through Volunteer Driver Programs</td>
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<td>9:45 AM</td>
<td>Sexual Harassment Training</td>
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<td>9:45 AM</td>
<td>How To Use Social Media Effectively pt 2</td>
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<tr>
<td>9:40 AM</td>
<td>Creating a Successful Leadership Succession in Your Transit Agency</td>
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<td>11:20 AM</td>
<td>Human Trafficking &amp; Transit Plenary</td>
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CONFERENCE COMMITTEE
The California Association for Coordinated Transportation would like to express our appreciation to our conference committee members for their willingness to serve on the conference planning committee and assistance in promoting education and learning opportunities for our members.

Chair: George Sparks
Co-Chair: Valerie Gibson

COMMITTEE MEMBERS
Amy Hance
Aaron Moore
Eric Haack
Gracie Davis
Greg Pratt
John Andoh
Meagan Schmidt
Arum Prem
Alex Clifford
W.C. Pihl
Nicole Carranza
Cristina Russell
Georgia Lantsberger
Kevin Kane
Omar McPherson
Margaret Heath-Schoep

2020 SPONSORS, SPEAKERS, & EXHIBITORS
The California Association for Coordinated Transportation extends our deep appreciation to Exhibitors for your participation and support of CALACT’s 2020 Spring Conference & Expo. Thanks to sponsors Transdev, Ecolane, Q’Straint/Sure-Lok, Hallcon, Connexionz, GMV- Syncromatics, United States Seating, Freedman Seating, A-Z Bus Sales, First Transit, Paratransit Services, BraunAbility, MV Transportation, Urban Solar Corp, New Flyer, Creative Bus Sales, Transloc, and MCI for their support of the Conference.

2020 HOST AGENCY
We extend our sincere thanks to the wonderful staff at SunLine who assisted in the planning and completion of the CALACT Spring Conference and Bus show. This would not be possible without the support from these wonderful organizations! Please join us in thanking all of them for their hard work.