Get Involved! Say No to Transit Budget Cuts

Governor Schwarzenegger has proposed several cuts to the Transportation budget that could have potentially devastating effects on public transit. The loss of these funds, coupled with the increasing price of fuel, is crippling public transportation throughout California. Many of our members will be impacted severely with service cuts and personnel layoffs should the FY 2008-09 budget appropriation be left at the level recommended by the Governor. Meanwhile, Californians are riding public transit in record numbers and demanding more service given rising fuel prices. This should be a time when the state’s transit budget is increased to meet the rising demand and help Californians in seeking affordable transportation alternatives.

The Governor proposes to reduce STA funding from $743 million to $306 million. While the May Revision equals the proposed current year appropriation, this funding level is disproportionate given historic fuel prices and declining local sales tax revenue.

[See budget chart on page 5]

The January budget proposal followed statutory formulas to provide $743 million for STA. The May Revision would transfer $437 million in STA funds, $124 million in growth of diesel and Prop 111 gas tax revenue, and $268 million spillover dollars to fund transportation bond debt service and home-to-school transportation.

Cutting transit funding by $828 million jeopardizes the ability of public transit providers to maintain service at a time when demand for service is rising. We need your help in addressing this inequity and ensuring the level of funding necessary to maintain lifeline transit service.

CalACT is urging its members to ask their riders to write elected officials to vote against proposed transit budget cuts. A Transit Rally will be held on June 17th at 10:00 a.m. at the Capitol to oppose the budget cuts to transit and educate legislators about

(continues on Page 04)
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865 Howe Avenue, Suite 330
Sacramento, CA 95825
1.800.4CalACT (422.5228)
1.916.920.8018
Fax: 916.920.8021
E-mail: info@calact.org
Web: www.calact.org
Contributors:
Selena Barlow
Meg Desmond
Dennis Guinaw
Jacklyn Montgomery
Lisa Nippolt
George Sparks
Dennis Studebaker
Layout and Design:
Moore & Associates, Inc.
Printing:
Zuprinco Printing
Send contributions in Word format to:
CalACTION
865 Howe Avenue, Suite 330
Sacramento, CA 95825

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Mailing List Policy:
In order to protect members’ privacy, CalACT’s membership list is available to members only. A hard copy (paper) list will be supplied to members at no charge. Printed mailing labels will be supplied for a fee of $30. The master mailing list will not be made available. Exceptions to this policy will be considered on a case-by-case basis by the Board of Directors.

General Information

Advertise in CalACTION

<table>
<thead>
<tr>
<th>SIZE</th>
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<tr>
<td>Business Card</td>
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All ads must be submitted two weeks prior to publication of newsletter publication date. Ads also need to be emailed in a “.tif” or “.jpg” file. 300 dpi minimum.

For next publication date, please call 916.446.8018.

Q’straint National Training Seminar

During the 2008 Spring CalACT Conference Breakfast Buffet on Friday at the beautiful Squaw Creek Resort – Q’STRAINT announced its “FIRST ANNUAL 2009 NATIONAL TRAINING SEMINAR GIFT”.

For the winning participant, this will include an ALL-EXPENSES PAID TRIP to the Q’STRAINT facility in Fort Lauderdale, FL for a two-day extensive training on proper ‘Wheelchair and Occupant Securement’. Everyone has a chance to win as the Winner’s name will be drawn (randomly) and announced at the 2009 CalACT Awards Luncheon!

To enter, email your agency name and/or organization, the name of the nominee (i.e. Safety/Training/Transportation person), your address, city, phone number, and email address. Please email the entry to LNippolt@qstraint.com no later than March 1, 2009, for a chance to win.

For more information contact Lisa Nippolt directly at the above email address or at 954.734.4816. Good luck to all!

CALIFORNIA’S PUBLIC & COMMUNITY TRANSPORTATION CONFERENCE & EXPO

The California Association for Coordinated Transportation (CalACT) and the California Transit Association have teamed up to host California’s Public & Community Transportation Conference & EXPO, November 4-7, 2008. You are invited to participate in this year’s unprecedented event and learn how you can become a partner in building California’s future.

Portola Hotel & Spa at Monterey Bay and Monterey Conference Center will be the setting for our program, which features Robert F Kennedy, Jr as keynote speaker, educational sessions, networking opportunities, and an exclusive one-day EXPO.

For conference agenda, online registration, exhibit/sponsor opportunities, hotel and local information, visit www.caltransit.org or www.calact.org.

NOVEMBER 4-7, 2008
Portola Hotel & Spa at Monterey Bay
The Monterey Conference Center

KEYNOTE SPEAKER

Robert F. Kennedy, Jr.
Environmental Activist and Author

A champion of green technologies and business practices, Kennedy’s presentation “A Country With Our Future” discusses the important role that our natural surroundings play in our work, our health, and our identity as Americans. He eloquently explores how good environmental policy is good economic policy, good policy for prosperity.
Chair's Message

By George Sparks, Chair

MEETING CHALLENGES, TOGETHER

There is no doubt these are challenging times for public transit. Rising fuel prices are squeezing transit operating budgets. At the same time, higher gas prices are creating a surge in demand for our services. Now, the “May Revisions” to the FY 2008-09 State Budget place even more transit resources at risk. The Governor is proposing to divert more than $1 billion in dedicated transit funds to cover deficits in the State’s General Fund. These diversions, if approved, will result in reductions in transit services statewide.

The news may not be all bad. It is the most challenging times that often provide the impetus needed to make fundamental changes. Our response to the challenges we are facing right now could well result in long-lasting changes in the way we do business, in people’s travel habits, and the public’s perception of transit as a vital resource.

The success of any cooperative venture hinges on the contribution of individual members. You can contribute by:

- Building strategic alliances within your local community between transportation providers and the groups and agencies that depend on their services.
- Working with other transportation providers in your area to increase the level of coordination to make transportation more accessible for our riders and limited resources leverage.
- Informing your legislators about the impact funding reductions will have on transportation in the communities they represent. Better yet, encourage customers to inform elected officials of the importance of your transportation service to them.

An excellent example of working together to develop practical solutions is the upcoming CalACT-California Transit Association joint conference. California’s Public & Community Transportation Conference & EXPO, Building Partnerships for the Future will take place November 4-7 in Monterey at the Portola Hotel and Spa and Monterey Conference Center.

Thanks to the willingness of the CalACT Board of Directors and the California Transit Association Executive Committee to partner in this endeavor. Our prospective associates are pooling resources to provide a superior conference while reducing conference and travel costs for our members during tight budgetary times. One of the highlights of the conference will be the keynote address by Robert Kennedy, Jr., named by TIME magazine as one the “Heroes of the Planet.” The conference program is in the final planning stages thanks to collaborative efforts of the California Transit Association and CalACT staff and conference committee members. Special recognition is due to our hosts at Monterey-Salinas Transit and its General Manager/CEO Carl Sedoryk who is also serving as conference committee chair.

The first-ever California Public & Community Transportation Conference & EXPO is a tangible example of how we can meet challenges together.

CalACT 2008 Spring Conference Sponsors

CalACT expresses its appreciation to the Sponsors who generously supported the 2008 Spring Conference & EXPO.

Conference Bags: Non-Profits United Vehicle Insurance Pool
Conference Give Away: El Dorado Transportation Authority and Placer County Transit
Lanyards: ThermoKing
Monday Breakfast: Halsey King and Associates
Monday Lunch: First Transit
Monday P.M. Break: Ricon-Vapor Corporation
EXPO Reception: Veolia Transportation
EXPO Drink Sponsors: A-Z Bus, Alto TransFlor, Bus West, Intermotive, Sure-Lok, StrataGen Systems, Braun Corporation
Tuesday Breakfast: RouteMatch & Transportation Concepts
Tuesday Awards Lunch: Non-Profits United Vehicle Insurance Pool
Tuesday P.M. Break: TransTrak Systems
Wednesday Breakfast Buffet: Q'Straint
Spring Carnival: MV Transportation
Q’S’ Strait Annual National Training Scholarship Award: Q’S’ Strait
Professional Development Sessions: Caltrans, Division of Transportation Planning, Office of Professional Development
RCTF Sessions: Rural Counties Task Force
State & Rural Sessions: Caltrans, Division of Mass Transportation

By George Sparks, Chair
Get Involved! Say No to Transit Budget Cuts [cont.]

[From Page 01]

<table>
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<th>STA Fund Source</th>
<th>January Proposal</th>
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<tr>
<td>Total</td>
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[Budget Chart]

the affects these cuts will have on public transportation services throughout California. If you would like to participate in the rally or letter-writing campaign, please call the CalACT Office at 916.920.8018 or register at our website, www.calact.org. We need everyone to get involved and let their voices be heard by calling elected officials and telling them, “Don’t Stop the Bus! Say NO to Transit Budget Cuts.”

Calendar of Events

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>June 1, 2008</td>
<td>CTAA National Roadeo</td>
<td>New Orleans</td>
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<tr>
<td>June 2 - 6, 2008</td>
<td>CTAA National Conference</td>
<td>New Orleans</td>
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<tr>
<td>June 9 - 11, 2008</td>
<td>Safety Evaluation of Alternative Fuels Facilities</td>
<td>San Bernardino</td>
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<tr>
<td>June 9 - 12, 2008</td>
<td>Instructors Course in Paratransit Operation Training</td>
<td>Los Angeles</td>
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<tr>
<td>June 24, 2008</td>
<td>Public Speaking</td>
<td>Sacramento</td>
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<tr>
<td>June 26, 2008</td>
<td>Public Speaking</td>
<td>San Diego</td>
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<tr>
<td>June 27, 2008</td>
<td>Paratransit Operator Trainer Course (1 day)</td>
<td>Orange</td>
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<tr>
<td>July 9 &amp; 10, 2008</td>
<td>Paratransit Scheduling &amp; Dispatching</td>
<td>Los Angeles</td>
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<tr>
<td>July 15 &amp; 16, 2008</td>
<td>Cost Allocation</td>
<td>San Diego</td>
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<td>August 11 - 15, 2008</td>
<td>Transit Supervisor Certification Course</td>
<td>Riverside</td>
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<tr>
<td>August 19, 2008</td>
<td>Dispatch &amp; Scheduling</td>
<td>Los Angeles</td>
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<td>August 21, 2008</td>
<td>Dispatch &amp; Scheduling</td>
<td>Sacramento</td>
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<tr>
<td>August 25 - 28, 2008</td>
<td>Instructors Course in Bus Operator Training</td>
<td>Clovis</td>
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<tr>
<td>August 29, 208</td>
<td>Paratransit Operator Trainer Course</td>
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<td>September 10 &amp; 11, 2008</td>
<td>Cost Allocation</td>
<td>Sacramento</td>
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<td>October 20 - 22, 2008</td>
<td>TRB National Conference</td>
<td>Omaha</td>
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<tr>
<td>November 4 - 7, 2008</td>
<td>CalACT &amp; CTA Joint Autumn Conference</td>
<td>Monterey</td>
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For details on any of the upcoming events, please contact Meg Desmond at 916.920.8018.
Members Recognized at Annual Awards Luncheon

For the second consecutive year, CalACT formally and publicly recognized services and individuals who have contributed to CalACT’s success and represent the values of CalACT.

Earlier this year, members were asked to nominate peers worthy of recognition. Forty-two (42) nominations were received for 8 categories of service. The responsibility for selecting “the best of the best” lies with your Membership Committee.

The results were announced at the Annual Awards Luncheon in Squaw Valley in April. Following are the categories and those who were honored:

OUTSTANDING TRANSPORTATION AGENCY
Kings Area Rural Transit

OUTSTANDING PARATRANSPORT PROGRAM
South County Senior Services (Orange County)

OUTSTANDING RURAL PROGRAM
El Dorado Transit

SURE-LOK ABOVE AND BEYOND AWARD
Joe Fuentes (Fresno County EOC) and Margaret Althoff (City of Clovis Transit)

TRANSPORTATION MANAGERS OF THE YEAR
Ron Hughes (Kings Area Rural Transit) and Rick Ramacier (Central Contra Costa Transit Authority)

OUTSTANDING COORDINATION EFFORTS
Pam Couch (Modoc County Transportation Commission) and Mike Bair (San Bernardino County Association of Governments)

CalACT LEADERSHIP AWARD
Charlie Anderson (Western Contra Costa Transit Authority)

WALL OF EXCELLENCE DISTINGUISHED SERVICE AWARD
Cindy Dahlgren (Central Contra Costa Transit Authority)

Squaw Valley ITC Summary

By Dennis Studebaker, Trainer, NonProfits United

In conjunction with the Spring 2008 CalACT conference in Squaw Valley, NonProfits United presented its new and improved Instructor Training Course (ITC). And according to the participants, it was a great success.

The course was attended by 10 individuals from nine different organizations who spent 3 ½ days honing their teaching skills and learning new driver-training techniques.

In addition to interactive classroom instruction, those who attended participated in hands-on passenger assistance exercises and a variety of on-road/off-road driving skills exercises. Each participant also received a 150-page instructor’s manual complete with training instructions, exercises, and handouts covering all aspects of driving training.

The course, held April 21-23, covered four major topics:

Teaching Adults
Defensive Driving
Passenger Assistance
Driving Skills

Participants attended from the following agencies:

Valley Village, Winnetka
Golden Rays Seniors of Sierra County, Inc., Downieville
Siakyou Opportunity Center, Mount Shasta
Yu-Ai Kai, San Jose
Morongo Basin Transit Authority, Joshua Tree
Eastern Sierra Transit Authority, Bishop
Desert Area Resources and Training, Ridgecrest
Senior Center of Elk Grove, Inc., Elk Grove
City of Ridgecrest, Ridgecrest

The training was held high in the Sierras in picturesque Squaw Valley, one-time home of the Winter Olympics. Even though it was held toward the end of April, we were surprised by a late snowstorm on Wednesday!

The ITC will be offered in Southern California in September 2008 (where we expect sunnier weather!) Details to be announced soon.

NonProfits United is a self-insurance pool for nonprofits, and offers a number of risk management services and training programs. For more information visit NPU’s website at www.nonprofitsunited.com or call Don Martin, Chief Risk Management Officer at 877.551.6717.
The first P is Prepare. Few people are talented enough to speak extemporaneously for more than a few minutes without babbling. Begin at least a few days or even weeks ahead of time to identify the points you want to make in your speech. Then organize those points into a logical arrangement such as a time sequence, a cause and effect relationship or, easiest of all, a numbered list - such as the Five P’s of public speaking. This is the body of your speech. Next you need to add a strong beginning that tells your audience what you’re going to say and why they should listen.

Why is your speech relevant to them? And finally, you’ll need to add an ending that re-emphasizes your main point and tells you audience what they should do about it. You now have the outline for an effective speech.

The second P is use PowerPoint effectively. Using PowerPoint as part of presentations is almost a given these days, and it can be an extremely effective tool. It can provide an outline that allows you to speak without notes. You can easily integrate charts, photographs and even video into your presentation. And it can be quickly customized for each presentation. However, if not used effectively, PowerPoint can detract from rather than enhance your speech. So learn to use it appropriately. Create a clear, consistent design for your slides; put only the minimum necessary information or graphics on each slide; and above all, do not use the PowerPoint as a script to read from…simply use it as an outline or visual aid to augment the speech which YOU deliver to the audience.

The third P is get Personal. Use examples from your own life or experiences that illustrate the points you are making. A good story is worth hours of lecture. For example, I could tell you about the impact a personal presentation can have. I could probably get on the Internet and find research that compares the memorability of a good verbal presentation to that of a written report. Or, I could simply tell you about a trip I made on a Sun Tran bus the other day. I got on, paid my fare and sat down. A few blocks down the road, we stopped at a red light and the driver turned and signaled for me to come up front. He said, “I know that I know you from somewhere. Where is it?” I laughed and said, “Well, I did work for Sun Tran at one time.” And he said, “I knew it. You were the marketing director. I can still see you up in the front of the room showing us the new ad campaign.” He was remembering a presentation I gave....15 years ago. Use stories to make your message personal and memorable.

The fourth P is Practice. I can’t emphasize this enough. Like any skill, public speaking improves with practice. And I don’t just mean reviewing your notes in your head - that’s not public speaking, that’s reading.

Five P’s for Powerful Presentations
By Selena Barlow, Owner Transit Marketing LLC

Public speaking is the ultimate low-cost marketing tool for public transit managers. Why, you ask? First, public speaking can be used to reach a wide variety of target audiences…senior citizens, students, business leaders, commuters to major worksites, your board members…any group that gathers can be the target of a presentation. Hence, public speaking can be used to achieve many important objectives…educate the community, build ridership among key target groups or build support among decision-makers and voters.

Second, a personal presentation allows you to deliver a highly customized message…every speech can be geared to the needs and interests of the specific audience. Plus, it has more credibility and impact than any other communication method.

And finally, it costs nothing to speak…just your time and effort!

Despite all these advantages, public speaking is underutilized by many transit agencies. Again you ask, why? Because transit managers are afraid to speak, underutilized by many transit agencies. Again you ask, why? Because transit managers are afraid to speak, underutilized by many transit agencies. And finally, it costs nothing to speak…just your time and effort!

Cindy Dahlgren Named to CalACT’s Wall of Excellence

Cindy Dahlgren of Central Contra Costa Transit Authority has been named to CalACT’s Wall of Excellence. She joins Pete Spaulding and Mark Wall as the newest recipient of CalACT’s highest award and distinction.

Cindy is a founding member of CalACT and has served on the Board of Directors almost continuously since its formation. She has served on many committees. She also has been an officer of CalACT including distinguished Chair.

Cindy recognizes the need for available, and easy-to-use transportation services for all populations — whether they be of language isolated, low-income, or disabled individual. She has always been a vocal advocate for transit’s success, taking a hands-on approach to each aspect of the service. This attitude is extended to community partners and neighboring public agencies.

Her passion in promoting public transportation as a viable transportation mode is contagious and serves as a catalyst for those along side to work harder and smarter.

This same passion is a visible, driving factor in the growth of CalACT. Her constant desire for better, more refined and professional processes have established CalACT as a vital and beneficial professional organization for all public transportation employees, vendors, and consultants.
Five P’s for Powerful Presentations [cont.]

Practice out loud. Practice in front of a mirror so you can watch your facial expressions and gestures. Practice on a tape recorder so you can listen to your pacing, evaluate your voice tone and listen for those deadly crutch words, the “ums” and “ahs” that muddy up your speech and reduce your impact. And, best of all, practice with peers who will give you feedback. Consider joining Toastmasters or taking a speech class at your local college.

The fifth and final P is speak with Presence. Did you know that only 7-percent of in-person communication is the result of the words you say? Fifty-five percent is facial expression and body language and 38-percent is voice tone. You can say all the right words, but if you speak in a monotone, mumbling, and using crutch words, while you arms hang limply at your side or clutch the lectern for dear life, you are unlikely to communicate much at all. However, if you say those same words in a clear, modulated voice, if you get rid of those crippling “ahs” and “ums,” and if you use gestures and expressions to mirror the meaning of your words, you will be using 100-percent of your communication ability instead of 7-percent. When you practice, pay attention to every aspect of your speaking ...not just to remembering what you want to say.

Reading this article is unlikely to make you a better speaker by tomorrow. But if you take these five P’s and act on them - if you prepare, use PowerPoint effectively, get personal, practice and work on your speaking presence, I can promise that before long, you will be making effective presentations. Then, the ultimate low-cost marketing tool will be yours to use.

Note: Selena Barlow teaches a one-day workshop in Public Speaking for CalACT’s Rural Transit Assistance Program. To find about dates for an upcoming workshop, contact Meg Desmond.
2008 Spring Roadeo

The 2008 Spring Roadeo was a great success with a huge turnout! There were twenty-seven drivers who competed, representing eleven organizations from across the state. For the first time, we had drivers and judges that came all the way from Crescent City (20 miles south of the Oregon border) which, of course, qualified them for the Distance Award.

A hearty thank you goes to Sunline Transit Agency for all of its hard work in hosting this year’s Roadeo. There was so much planning involved in putting on this two-day event, and several of their staff gave up a weekend to assist us. We applaud each and every one of them!

…and the winner is Mohammed Jaman from Paratransit, Inc., Sacramento! He took First Place with a score of 945 points out of a possible 1,000. This was the first time that Mohammed ever competed in a Roadeo. He has been with Paratransit, Inc., for almost five years. He enjoys being out on the road and serving the needs of his passengers and has a passion for working with the elderly and disabled community.

The balance of the individual winners are: Second Place Driver, Sisto Garcia of Maac Project/Head Start; and, Third Place Driver, Gail Porter of Morongo Basin Transit.

The First Place Team was also from Paratransit, Inc., of Sacramento; the Second Place Team was Morongo Basin Transit from Joshua Tree; Third Place Team was MV/Westcat from Pinole; Fourth Place Team was City of Manhattan Beach; and the Fifth Place Team was Redwood Coast Transit from Crescent City.

Again, thanks to our host, our judges, our drivers, and volunteers who helped to make the 2008 Roadeo a very successful event!